

CHEMIST & DRUGGIST

the newsweekly for pharmacy

July 22, 1989

Deep Heat goes from strength to strength



Announcing the arrival of new Deep Heat Extra Strength as the latest addition to the Deep Heat range, from the brand leader.

Bonus offer available from your wholesalers now

Unichem share scheme: new legal hurdle

Guild ballots on 6.5pc pay offer

Contract success rate 2 in 5 shows PPSC survey

MCA hopes for more staff

C&D talks to the Society's new man in Scotland

Macarthy show poor wholesale performance

We've tasted Victory!



Best-selling brand this spring. Now we're fighting for more.

This spring, great tasting Macleans became Britain's best selling toothpaste brand*. Now, we're stepping up the war on dental plaque, fighting harder

than ever for even bigger sales for you. See battle commence in our new, highly impactful "Soldiers" TV commercial on air from August 1st. It's a £2 million campaign your customers can't miss! Stock up to meet extra demand.



*Source: AGB 4 weeks ending May 13th 1989.

CHEMIST & DRUGGIST

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JULY 22, 1989

IN THIS ISSUE

VOLUME 232 NO 5685

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New contract success rate 2 in 5, PPSC survey shows 100

Only 10 per cent of appeals successful, but most minor relocations granted

Guild to ballot on below inflation 6.5 per cent 1989-90 pay offer 101

Negotiators recommend offer be rejected as 10 per cent target pursued

MCA works to alleviate manpower shortage 102

Some licence applications taking four times EEC norm

Shopfitting — maximising space for maximum sales 114

Refitting an AAH franchise pharmacy near Pontefract

An Englishman abroad... 117

C&D talks to Gordon Jefferson at the Scottish Department

Budgetary control a route to improved profits 118

Back to Basics, fourth article in a series by Eric Jensen

Unichem share schemes faces further legal hurdle 125

Macarthy seek High Court injunction

Macarthy lose ground in distribution 125

Six month figures show turnover down 15 per cent

Pharmacist gets two years and £10,000 fine... 130

...for supplying raw materials to illegal amphetamine factory

REGULARS

PSNI Council 102

Topical reflections 103

Counterpoints 104

Prescription specialities 112

Points of law 120

New from Germany 122

Q&A 123

Letters 124

Business news 125

Coming events 126

Classified advertisements 127

People 130

COMMENT

The new contract controlling entry into community pharmacy is working, according to PSNC's survey of pharmacy practice subcommittee and appeal panel decisions since April, 1987. PSNC concludes: "The control of entry regulations would appear to be meeting the objective of the provision of adequate, but not over-generous, access to pharmaceutical services."

The number of registered premises appear to bear this out. When the contract came in there were 11,794 pharmacies listed, with the Royal Pharmaceutical Society reporting a well-above-average 488 applications to open that quarter. By the end of September, when the six-month period allowed to contractors to open premises registered with the Society pre-April 1 had lapsed, there were 12,016. Since then numbers have fallen steadily to 11,634. They have now fallen back to their September 1986 level, with the decline set to continue as the abandonment of cost-plus threatens to deliver lower profits to pharmacy. (This month, bucking the trend, there was a hiccup with a net gain of 23 pharmacies.)

The chances of successfully applying for a contract are now two in five, with "unnecessary or undesirable"

pharmacies prevented from opening, while "development is not stifled" where pharmacies are needed. That the decisions taken are sound is backed up, say PSNC, by the fact that only 10 per cent of appeals are successful. And the fact that 85 per cent of minor relocation applications are successful, could be cited as evidence that the system is flexible without being overly permissive.

However, the Windemere High Court decision, (November 19, p878) which allowed a minor relocation of 80 yards — held by the FPC to be highly detrimental to two other pharmacies — effectively means minor relocations are unlikely to be disallowed. The important thing, according to the judge, was the impact on the rest of the population, not pharmacy. Pharmacists cannot, in all conscience, dissent from that sentiment. But since they welcomed the new contract because it was promoted as preventing the jostling for position around surgeries that the Windemere judgment now seems to allow, they may feel aggrieved that there is unintentional licence in the regulations. The workings of the contract need examination for another two years at least before they can be given the "all clear" by pharmacy.

Contract success rate 2 in 5, says PSNC

The chances of applying successfully for a new contract are about two in five, according to statistics released by the Pharmaceutical Services Negotiating Committee.

Less than 10 per cent of appeals are successful. PSNC believes this is partly a reflection of the stringent criteria for appeals to be upheld and partly an endorsement of the decisions made by pharmacy practice subcommittees. The control of entry Regulations seem to be meeting the objective of providing adequate but not over-generous access to pharmaceutical services, says PSNC.

The conclusions are based on information supplied by local pharmaceutical committee secretaries for the two years up to

the end of March. The response rate was 94 per cent. During this time, 143 out of 368 new or additional contract applications were granted; 27 appeals were lodged of which only three were successful. There were 58 appeals against the 225 refusals, of which five were upheld.

Most minor relocation applications were successful (232 out of 273). Only one appeal in 21 against such a grant was upheld. Of the 41 refusals, two were reversed on appeal and eight applications were withdrawn prior to consideration as a major relocation. The remaining 31 passed to the next stage.

The success rate for major relocations transferred from minor was low (nine out of 31). Four out of nine appeals against

refusals were successful. Only one of the 16 applications for major relocation from the outset was successful. PSNC says it is not clear why anyone would apply directly for a major relocation when there is nothing to be lost in applying for a minor relocation.

All 795 contract transfer applications were successful and there were no appeals: "Indeed it is difficult to envisage grounds for appeal if the transfer is granted", says PSNC, suggesting that the system for approving and confirming contract transfers needs to be simplified.

An application to provide additional services was more likely to be granted than refused, in the ratio two to one. Oxygen services were thought to account for most of these applications.

Licence problems for natural medicines

Forty per cent of natural medicines reviewed by the Department of Health have been refused full licences, according to Maurice Hanssen, president, Health Food Manufacturers Association.

"This is tragic news," he told visitors to the Here's Health 89 show at Olympia last week. "It means we have already lost about one third of the natural medicines that should be available to us." The problem, he believed, was lack of natural medicine practitioners on the review bodies. Many of the rejected products had been licensed in other European countries.

About 2,000 medicines with product licences of right have been reviewed, leaving a further 1,000 to be scrutinised by the end of next year. In many cases, the industry did not have the resources to supply the vast amount of data needed for full licences. It had cost £11m and taken four years to obtain a licence for the Epogam brand of evening primrose oil.

Mr Hanssen was also concerned that, under the single European market, vitamin and mineral supplements could become restricted to pharmacies, as in France.

He urged members of the audience to sign a petition which would be presented to Parliament and to write to their MPs asking them to safeguard the availability of natural remedies.

Ombudsman reports on two FPCs

Two cases highlighted by the Health Service Ombudsman in his annual report involved delays in payments due to NHS pharmacy contractors by family practitioner committees. In both cases apologies were made and sums under £50 paid to make good loss of bank interest.

However, Sir Anthony Barrowclough, the retiring Ombudsman, warns that such payments now have to be referred to the Department of Health for final approval.

The first case involved FPC failure to process an application for

inclusion in the Essential Small Pharmacy Scheme due to an industrial dispute. The contractor was promised advances based on the previous year — which he rejected — but no monies were received until the industrial dispute ended. The FPC was not found guilty of maladministration but the chairman was criticised on two accounts.

The second case involved delays in payments of a basic practice allowance and rota fees and the failure of a month-end payment for prescriptions to reach a pharmacy's bank account.

The Ombudsman found that the reference number on the payment schedule sent to the FPC was incorrect and that the monies had been paid into another pharmacy account. The FPC had the correct reference on file, but failed to check this before it was sent to the bank.

The complaint was upheld.

Formularies restrict GPs choice?

Local formularies could develop into "authorised lists", seriously restricting GPs' choice of medicines.

This fear is expressed in the Association of the British Pharmaceutical Industry's annual report, by David Godfrey, immediate past president and a director of Wellcome Foundation.

"How do we ensure that new medicines are given a chance to become accepted?" he asks. If a product took two to three years to achieve listing, patients would miss out on better treatment.

The industry is also concerned that indicative drug budgets could lead to some doctors prescribing "with a keener eye on budgets than on clinical needs patients."

Pharmacists potential "under-used"

Community pharmacists are an "under-used research source" and could help identify patients at risk from adverse drug effects.

So concludes last week's *Lancet* in an editorial reviewing a study carried out in the North of England where pharmacists were involved in a new method of assessing adverse side effects.

Researchers from Newcastle-upon-Tyne approached pharmacists directly for details of patients who had been prescribed metoclopramide or prochlorperazine for the first time. They then contacted prescribers

to check on adverse reactions.

Independent approaches made to dispensers and prescribers tended to reduce bias, which can be a factor in voluntary adverse event reporting. The results provide the most accurate estimate to date of the frequency of extrapyramidal effects, the report says.

The study shows: "The value of an approach to prescription event monitoring that relies on community pharmacists to identify a group of patients at risk," says the *Lancet*. Extrapolation to other drugs is proposed.

AAH focus on healthcare

AAH are launching "Healthcare Focus", a newsletter on surgical and healthcare markets, at the end of this month.

"Healthcare Focus" will be sent to the 3,000 recipients of the AAH Healthcare Book, which came out in March. The first issue will feature home blood pressure monitoring, elastic hosiery, colostomy irrigation and incontinence and its management.

A quarterly publication, it will be mailed out with update sections to the Healthcare Book. Details from Nigel Green, AAH Healthcare Centre, Kingswinford. Tel: 0384 270112

Pharmacy services for all

The pharmaceutical profession should organise itself to provide efficient services convenient to all patients. And the Government should promote a system which encourages doctors to improve medical services rather than dispense NHS prescriptions.

That is the conclusion that PSNC secretary Stephen Axon delivered to a group at the Conference of Community Health Councils, last week.

"Firstly all prescriptions, NHS or private should be dispensed in pharmacies under the supervision of a pharmacist responsible for those premises.

"Secondly the profession should be arranged to provide a convenient pharmaceutical service throughout the day and the dispensing of urgent prescriptions for 24 hours a day.

"Thirdly in the interest of patient safety and public accountability, the dispensing and prescribing functions should be kept separate and distinct."

Because of the profit element there had always been friction between medical and pharmaceutical professions. He said dispensing an average NHS prescription brought a profit of £1 to both.

The difference was that for the doctor this was almost a net profit, but the pharmacist had to pay staff and overhead costs from this sum.

"The provision of pharmaceutical services in rural areas gives rise to continued disputes between doctors and pharmacists. For the first four or five years the voluntary compensation scheme between the professions in rural areas seemed to work, but unfortunately there is a growing tendency for doctors to resort to the High Court for judicial reviews against decisions made through the standard appeals procedure," Mr Axon said.

He advised CHC members to seek all the facts, when asked to comment on the applications to provide pharmaceutical services. "In one case, the claims made by doctors on the effect of a pharmacy opening were so exaggerated that the PC wrote a letter rebuking the medical practice. In a second case a CHC reversed its decision after being threatened with legal action by doctors."

Mr Axon concludes "in the interests of the public the professions must work together to provide full medical and pharmaceutical services".



"Trip to town? We're all part of the enterprise culture now"

Guild to ballot on below-inflation pay offer

The Guild of Hospital Pharmacists is to ballot its members on a pay offer of 6.5 per cent for 1989-90, backdated to April 1.

Guild negotiators will "not be recommending acceptance" of the offer, which stands at almost 2 per cent below the inflation rate. Staff side chairman Bob Timson said: "The management side was most negative. It was all very depressing. With the Retail Price Index well over 8 per cent, we are already seeing the dreary erosion

of pay levels only so recently established."

Staff side had claimed a 10 per cent increase, with no major innovations, though improvements were sought in hours, holidays, special duty and late clinic fees. The offer is a straight 6.5 per cent on salaries. Government representatives have stated it is the "final offer". However some Guild members might point to other public sector pay offers, like the railwaymen,

where "final" offers have been topped by later improved deals.

The offer to pharmacists is somewhat below that of NHS review bodies who recommended over 7 per cent, and in the case of professions allied to medicine 7.7 per cent, in February, when inflation was at 7.8 per cent.

Other groups including ambulance members have rejected 6.5 per cent offers.

The ballot is expected to close mid to late August.

Community care challenge

Provided local authorities are supplied with sufficient resources the Griffiths' report on the future of primary care should result in benefit for patients and provide community pharmacists with a further challenge, says National Pharmaceutical Association director, Tim Astill.

"The NPA has had an increasing number of inquiries on the special requirements of the handicapped in nursing and residential homes and is about to issue notes on practical and legal aspects," Mr Astill said, following a Government statement last week on the Griffiths' report "Community Care: Agenda for Action".

In the Upper House Lord Henley outlined the aims for the care of the elderly, disabled and mentally handicapped in the community with special emphasis

on home care.

Future funds will be provided by Government to local authorities. Funding for residential services through social security, and by local authorities, will be brought together.

The Government supported the recommendation that residential care and nursing homes should be registered and inspected. It will be necessary to arrange appropriate home help by providing nursing and care services, either privately, or from local authority resources.

Between 1980 and 1986 the number of mentally handicapped in hospital fell by some 16,000, while those in local authority, voluntary and private community-based homes rose by 11,000. Support rose from £10m in 1979 to £878m in 1988.

ABPI covers BGMA ground

The Association of British Pharmaceutical Industry speaks for most generic manufacturers, says Kerfoot managing director, Mr C.E. Savage.

He says the British Generics Manufacturers Association code of manufacturing practice is largely based on the one developed by the Standard Formulary Medicines Register of the ABPI. He also says the BGMA represents a minority of generic manufacturers. He objects to the proposal that members add the suffix "BGMA" to generics.

"Although there are some differences within the ABPI, the generic and ethical manufacturers have much in common," Mr Savage says.

C&D Directory Sarah Walker, production editor of *The Chemist & Druggist Directory*, would like to remind all companies who received editorial entry forms that she will be closing for press on August 25.

Tesco claims to be the first supermarket chain to sell incontinence pads, pants and bed protection as part of their "Tesco cares" initiative. Two branded ranges — Depend by Kimberly Clarke and Kanga/Kylie by Nicholas Laboratories — are on sale at seven stores Aylesbury, Cheshunt, York, Leicester, Dartford Tunnel, Romford and New Malden.

Colmans of Norwich are withdrawing all packs of Robinsons baby juice packed since May 1, 1989, after two batches showed signs of fermentation. The company says there is no risk to health and affected packs can be identified by clear signs of leakage or pack expansion. Pharmacists are asked to remove juices from two batches, marked best before end May 90, and June 90, and to hold them for collection. Variants affected are apple and cherry; apple, plum and orange; apple and orange; apple and blackcurrant; and pear and pineapple.

The second printing of the training packages for patient medication records and residential home visiting is now ready for distribution. Pharmacists who have applied for a package but not yet received one should do so shortly. In case of difficulty contact distributors Radcliffe Medical Press Ltd, 15 Kings Meadow, Ferry Hinksey Road, Oxford OX2 0DP, or if a Welsh contractor, Dr D.J. Temple, Director of Postgraduate Pharmaceutical Studies, Welsh School of Pharmacy, UWCC, PO Box 13, Cardiff CF1 3XF. Contractors applying for the first time should ensure they use the correct form (contained in *C&D* April 29, and May 20).

Gripe water manufacturers were surprised by suggestions in *The Guardian* on Monday that the Government is being forced to cut the alcohol content of gripe water to 0.8 per cent. Beecham, who make Dinneford's which contains 5 per cent alcohol, say the report is misleading, and LRC Products who make Woodward's with 4.92 per cent alcohol, say it's the first they have heard of any change.

A Department of Health Press officer told *C&D* that no specific level of alcohol has been set for gripe water. Some products with licences of right are soon to be reviewed, and it may be that different alcohol contents are appropriate for different formulations, he said.

Medicines agency looks to solve staff shortage

The Medicines Control Agency is working hard towards resolving its pharmacy manpower shortage which is causing delays in processing licence applications.

The director Dr Keith Jones told *C&D* this week he hoped the situation would improve shortly with the appointment of more staff. He told the British Institute of Regulatory Affairs annual meeting in May that standard abridged applications were taking an average of 484 days from submission to licence — four times as long as the EEC permitted time of 120 days.

Reducing this time is one of Dr Jones' priorities. His target is 183 days by the end of 1990 but improvement depends on the MCA's ability to recruit and retain professional staff, particularly pharmaceutical assessors.

The Proprietary Association of Great Britain, has highlighted the shortage of pharmacists which, it believes, is unlikely to be solved in the short or medium term, and is discussing a number of proposals with the agency. Among these is the suggestion that pharmaceutical assessor salaries should be revised to attract experienced staff and retain those already in post. In January, the agency advertised posts offering salaries up to £23,000 and received nearly 100 applications.

One reason for reconstituting the medicines division into the MCA was that it could be funded

by industry and freed from Treasury constraints on staffing, but Dr Jones told *C&D* that the agency was wholly part of the Department of Health, which paid all salaries, so it would not be possible for the industry to subsidise specific staff. Under the recently introduced net cost funding, the industry paid a slightly increased fee for medicines licensing and thus contributed to the agency's overall running costs.

PAGB is also suggesting that the assessment process be reviewed to identify work which could be done by non-pharmacist administrators and other scientists, freeing pharmacists to do work for which only they are trained. The pharmacist shortage has also been a problem for the industry, says PAGB, and reviewing jobs has enabled non-pharmacists to be used more effectively.

PAGB strongly endorses the Evans/Cunliffe recommendation that the agency should establish multi-disciplinary teams, enabling chemists, biochemists and pharmacologists, as well as less experienced pharmacists, to be trained in assessment work. Part time staff with industrial experience could also be considered, together with outside experts such as scientists on the Section 4 committees, who might be willing to help clear the backlog.

PSNI Council

The school of pharmacy at the Queen's University of Belfast was congratulated for the high standards achieved by this year's graduates by the Pharmaceutical Society of Northern Ireland's Council at its meeting last month.

A total of 47 students have graduated in pharmacy in the following categories: 1st Class Honours six, 2(1) Honours 30, 2(2) Honours nine, 3rd Class Honours one, and Pass one.

Council members were pleased to hear from the Department of Health and Social Services that Mr R.J. White OBE, MPS has been re-appointed as the wholesale drug trade representative on the Council for a further term of three years.

The following applications for registration as students were granted: Jonathan Armstrong, 11 Seaview Ave, Millisle Co. Down; William Neil Dalzell, 124 Thomas Street, Portadown; Pauline Anne Kelly, 19 Ballybrack Road, Omagh Co. Tyrone; Anne Marie McCusker, 29 Fountain Road,

Cookstown; Deidre Perpetua Mulholland, 14 Orpen Park, Finaghy, Belfast; Angela Collette Noreen Nolan, 25 Weston Drive, Belfast; Evan David Reid, 37 Meville Road, Newtownards Co. Down; Sarah Brigid Skehin, 11 Upper Castle Park, Belfast; Linda Joan Thompson, 37 Richhill Crescent, Belfast, and Pauline Rose McAlinney, Tullyvalley, Omagh.

The application of Brian Anthony Mooney for registration under the reciprocal agreement between the Great Britain and Northern Ireland Pharmaceutical Societies was approved.

A verbal report was given of the annual meeting of the Pharmaceutical Group of the European Community held recently in Porto Carras in Halkidiki, Greece. M. Paul Baetans, President of the Belgian Pharmaceutical Association (APB) was appointed to replace M. Albert Verredyt who is retiring from the post of secretary general after 31 years in office.

Pharmacy premises up

There was a net gain of 23 pharmacies to the Register in June, bringing the total to 11,634. This is the first rise in numbers since September last year.

In England 26 opened, of which four were in London, and six closed, one in London. Two were opened in Scotland but none closed, and in Wales three were opened and one closed.

Steriseal court action

The holding company of Steriseal, suppliers of Sorbsan wound dressings, has started court proceedings against Britcarr, who make Kaltostat, for damages for malicious falsehood.

The proceedings brought by Coats Viyella Medical Ltd have arisen out of the publication by Britcarr of a circular letter dated April 30, sent to district nurses and principal pharmacists. A writ against Britcarr has been filed with the Birmingham District Registry.

Coats Viyella Medical are seeking damages and an injunction restraining Britcarr from publishing what Steriseal claims to be false and inaccurate information relating to the calcium alginate wound dressing, Sorbsan.

In a statement issued on Tuesday Britcarr confirm they will vigorously defend the proceedings which they say are not related to the clinical efficacy of the plaintiff's product, and that they are serving a counter claim against Steriseal.

Because of holidays the case is thought unlikely to be heard until early September.

Cook reports...

Mr Robin Cook, Labour's Shadow Health Secretary, has estimated that the NHS needs an extra £260m in the current financial year in order to offset the higher than expected level of inflation.

He claims that the Government assumed an annual inflation rate of 6 per cent, instead of the current 8.3 per cent, when allocating resources for the NHS.

Mr Cook said that this amounted to a shortfall of £1m for every health authority in Britain. He said: "The health service needs an emergency injection now if it is to stay fit."

AIDS ads for Autumn

The Health Education Authority is planning a £4m advertising campaign for October, to encourage people to use condoms to curb the spread of AIDS.

Most of the budget will be spent on television.

Latest Department of Health statistics show that 2,372 cases of AIDS were reported in the UK up to the end of June, of whom 1,272 (54 per cent) have died. The comparable figures at the end of May were 2,296 and 1,230. HIV antibody positive reports show that at least 10,794 people in the UK have been infected.

Neomercazole 5mg recall

Pharmacists are asked to return Neomercazole 5mg tablets from batch 90123, expiry date December 1993, in packs of 100 and 500 tablets.

One 100 tablet pack from this batch has been found to contain Vascardin 10mg tablets.

Stock should be returned to the supplying wholesaler by August 31 for full credit.

The following Product Licences (Parallel Import) have been published in the London Gazette.

Aeropax International Ltd, trading as Stephar BV

PL 4259/0187 Sofradex ear drops	Framycetin sulphate 5mg, gramicidin 0.5mg, dexamethasone 0.5mg
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Discount Pharmaceuticals

PL 8223/0074 Tildiem	Diltiazem hydrochloride 60mg
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Dowelhurst Ltd

PL 5662/0125 Clamoxyl 500mg	Anoxycillin trihydrate = amoxycillin 500mg
PL 5662/0128 Cordarone	Amiodarone hydrochloride 200mg
PL 5662/0127 Proviron	Mesterolone 25mg

Martonland Ltd, trading as Martons Pharmaceuticals

PL 5571/0158 Pevaryl cream 1 per cent	Econazole nitrate 1g. Topical treatment of fungal skin infections
PL 5571/0190 Zantac 150mg tablet	Ranitidine hydrochloride 168mg = 150mg ranitidine

Swingward Ltd, trading as Spectrum Marketing

PL 3787/0111 Clomid 50mg tablet	Clomiphene citrate 50mg
PL 3787/0109 Cordarone tablet	Amiodarone hydrochloride 200mg
PL 3787/0114 Lomotil tablet	Diphenoxylate hydrochloride 2.5mg
PL 3787/0132 Zaronit 250mg tablet	Ethosuximide 250mg

TOPICAL REFLECTIONS

by Xrayser

Revolting!

I am beginning to feel a distinct impulse to revolution. I'm in revolt. And so are my staff. Yet another batch of worthy informative leaflets arrived last week, with a short, introductory note asking us to display and make them available to the public. So I did. I stuck them on top of the dispensing counter. Along with the others. Within minutes Tottie gave vent to a cry of rage and despair. "You can't put them there! I need that space..."

And she's right. I have no more space. We just looked at the shambles we have created in the last 12 months with all these pamphlets. Individually there isn't one I don't agree with or wouldn't want to pass to the public. The information they give is correct, properly presented, and easily understood — admirable supplements to the kind of information I have been trying to impart for years. But they have completely supplanted the Family Doctor booklets, so far as display is concerned. Now, forced to look at the path I have followed with some enthusiasm since I saw our pharmacies as the logical sites for the dissemination of general health information, I see it is time to review the situation.

By this I do not mean yet another shuffle round of stock. If we are going to do this job properly, I reckon we must be looking at providing book display space on the lines of those in the newsagents. At least one bay of shelves, say one metre wide and floor to canopy high? But such a proposition is ridiculous. None of us can afford to donate so considerable a portion of our high cost space to a non-profit display like that, no matter how earnest our professional impulse. Yet if we don't, the bulk of the pamphlets are going to be lost. The goodwill is not enough. We have to address the problem now.

Two ideas come to mind. Either we are paid a new fee, a professional



allowance to cover the time we spend and a specified space allocation. Or we are provided with a decent stand to hold all the gubbins we are being asked to distribute and given an allowance towards its maintenance and space — say £200 a year? You don't think either are likely? Well, that's as may be. But, with a Government hell-bent on pushing the profit-making ethic as paramount in everything, I have no doubt as to their opinion of those who seem prepared to do anything to build up kudos.

Thoughtful

Mr Noel Baumber has come up with a remarkable suggestion concerning rural dispensing which, if it can be developed, would mean a transformed service to the public, and a far more rational use of doctor and pharmacist skills, with mutual professional benefit — a three-mile limit, coupled with an obligation to deliver medicines. The implications are far reaching, and I'm not talking of terrestrial distance. I am interested to read: "If doctors come under pharmacy legislation, dispensing doctors would get pharmaceutical contracts providing a pharmacist is included in the surgery primary care team." This would allow family practitioner committees to plan a proper distribution of pharmaceutical service contracts.

In the end, I suggest it will always come down to comparative salaries. From the above it looks as though we are talking of a pharmacist as an employee. Integration of a pharmacy within the structure of a GP practice sounds attractive, with inevitably a long-term move towards a more professionally orientated business. Which is OK, so long as we don't feel the need to supplement our income from wide-ranging trade activities as an insurance against diminishing Government funding. I'd like to hear more from Mr Baumber...

COUNTERPOINTS

Pregstik from Organon

A new pregnancy test using monoclonal antibody technology is now available to pharmacists wishing to offer local GP surgeries diagnostic services in addition to the service they traditionally provide to the public.

Under the Government's White Paper proposals, GPs will have the option of shopping around for laboratory services, and the NHS will pick up the bill, according to Organon. Pregstik matches the best of hospital assays in both sensitivity and specificity, they claim.

20 tests

The test takes two minutes to perform and the results for most routine confirmations can be read within five minutes. Pregnancy can be confirmed as early as one day before a missed menstrual period. A positive result appears as a pink coloration of the reagent stick.

Progestin

Trade prices for Pregstik 10 and 20-test kits are £20 and £38 respectively. *Organon Laboratories. Tel: 0223 423445.*

New look Tang

Pharmadass have repackaged and renamed their royal jelly 600mg capsules, which will now be marketed in a black and yellow hexagonal pack under the name Tang royal jelly 600mg.

The product (30 £12.99) is now available with an introductory offer of 16 for the price of 12. *Pharmadass Ltd. Tel: 01-991 0035.*



Minadex goes for the kids

Two new supplements are being launched by Seven Seas under the Minadex name: Minadex multivitamin syrup and chewable Minadex tablets.

Minadex multivitamin syrup (150ml £1.99) is recommended for children over one month old. Flavoured orange, each 10ml contains eight vitamins: vitamin A 4000iu and B₁ 1.7mg, vitamin B₂ 1.4mg and nicotinamide 18mg, vitamins E 3mg, C 35mg, B₆ 0.7mg and D 400iu.

Minadex chewable vitamins are recommended as a supplement to the diets of children

from the age of three. Each orange flavoured tablet contains vitamins A 4500iu, C 25mg, and vitamin D 450iu. The tablets come in tubs of 100 (£1.99) with childproof screw caps.

No Minadex product contains tartrazine or sunset yellow.

The Mighty Minadex character is being used in the first ever television campaign for the brand starting nationally in the Autumn with a £300,000 spend, and also features at point of sale and in window display material. *Seven Seas Health Care. Tel: 0482 75234.*

Desolvit comes clean

Desolvit is a stain remover based on non-toxic materials, claim J. Manger and Sons, who have sole manufacturing and marketing rights on this product in Europe.

Based on an American product developed for the removal of the resins and gums used in taking dental impressions, Desolvit is presented in two solutions. Desolvit 1 is for the removal of grease, oils and tar, and Desolvit 2 is for protein-based stains such as tea, coffee, wine and blood.

Both solutions, in 100ml bottles (£1.69), are boxed and come in packs of six. The company aims to have supplies available from wholesalers by September. *J. Manger & Sons Ltd. Tel: 0993 410123.*

Regina Royal Jelly Ltd are offering customers a month's free supply of Regina royal jelly capsules by collecting three tokens on the end of marked packs now available. The tokens remain redeemable until December 31. Regina are also running a window display competition for stockists. The display should be featured for a minimum of two weeks from now until September. *Regina Royal Jelly Ltd. Tel: 01-207 7020.*

Cepton in the spotlight

Care Laboratories are running a series of Press promotions for Cepton this Summer.

Readers' free offers in *Annabel*, *Mizz*, *Just 17* and *My Weekly* are aimed at the teenage girls market.

Teenage boys can enter a Cepton competition in the boys football magazine, *Shoot!*, which will include a BBC Acorn microcomputer as first prize with 50 Cepton kits for the runners up. *Care Laboratories Ltd. Tel: 0625 535577.*

Panadol on display

Sterling Health have designed a new display unit for the recently relunched Panadol range.

A small unit, holding new Panadol Extra, Panadol Soluble, capsules and tablets, is available from the company's representatives. A £2m television advertising campaign for Panadol Extra is due to start in August. *Sterling Health. Tel: 0483 65599.*



Gold Seal, Ever Ready's long life brand, is back on television. "Heart of the Machine" commercials will appear in selected regions (STV, HTV, TSW, Ulster, Border, TVS and Grampian) as part of a £7m support package. *Ever Ready Ltd. Tel: 01-882 8661.*

THE LIGNOCAINE PLUS

Bradosol Plus WITH LOCAL ANAESTHETIC

- QUICKLY NUMBS SORE THROAT PAIN
- COATS THE THROAT
- HELPS FIGHT INFECTION

24 lozenges

C I B A

Bradosol

SOOTHES
SORE THROATS

- ANTI-BACTERIAL FIGHTS INFECTION
 - SMOOTH, THROAT COATING ACTION
 - MENTHOL AND EUCALYPTUS FLAVOUR
- 24 lozenges

C I B A

Rapid relief of 'painful to swallow' sore throats.

Bradosol Plus is the first sore throat lozenge to include the topical anaesthetic Lignocaine Hydrochloride. Lignocaine has a rapid onset of action that has been widely used by throat specialists to ease pain.

C I B A

Bradosol Plus

Presentation Lozenges containing 0.5mg domiphen bromide BP and 5.0mg lignocaine hydrochloride BP. The lozenges are flat, round and pink with a diameter of approximately 16mm and impressed CIBA on one side and BRADOSOL PLUS on the other. They contain sucrose. **Uses** Symptomatic relief of sore throat. Bradosol Plus alleviates soreness of throat and associated difficulty in swallowing. **Mode of Action** Domiphen Bromide has an antimicrobial and fungicidal action on a wide range of pathogenic organisms including those most commonly associated with upper respiratory tract infection. Lignocaine hydrochloride is a local anaesthetic, with a rapid onset of action that has been widely used to anaesthetise mucous membranes. **Pharmacokinetics** The limited data available suggest that systemic absorption of domiphen bromide occurs only on an insignificant scale. Lignocaine hydrochloride is readily absorbed through the mucous membrane and is extensively metabolised. The products of metabolism are excreted in the urine. **Dosage and Administration** Adults and Elderly One lozenge to be sucked every 2-3 hours and no more than eight lozenges per day. Duration of use 4-5 days. Children Not recommended for children under 12 years. **Contraindications** None. **Warnings** Use in Pregnancy and Lactation Domiphen bromide: No animal data on teratogenic effects have been reported, nor has therapeutic experience extending over many years yielded evidence of any harmful influence on development of the embryo and/or foetus. Nevertheless, during the first three months of pregnancy, Bradosol Plus, like all medication should only be employed for compelling reasons. It is not necessary to contraindicate the use of Bradosol Plus in lactating mothers. **Contraindications** Known hypersensitivity to domiphen bromide or Lignocaine hydrochloride. **Precautions** In the unlikely event of a hypersensitivity reaction occurring with Bradosol Plus, the treatment should be discontinued. Where Bradosol Plus is being taken as self-medication, the patient should consult a doctor if the symptoms are still present after about five days of treatment and/or if fever develops. **Drug Interactions** None clinically important. **Side Effects** Only in very rare cases have there been reports of local hypersensitivity reactions in the form of local reddening of the mucous membranes and swelling of the pharyngeal mucosa giving rise to difficulty in swallowing. **Overdosage** No cases of overdosage have been reported to date. **Pharmaceutical Precautions** Protect from heat and moisture. **Legal Category** Pharmacy only. **Package Quantities** Containers of 24 lozenges consisting of blister pack modules each containing 12 lozenges. **Further Information** Nil. **Product Licence Number** 0001/0123. **Retail Price** £1.31. CIBA and BRADOSOL are registered trade marks.



Finesse to improve your style

Helene Curtis are introducing a new range of haircare products under the Finesse brand to "meet the needs of sophisticated styling aids users".

The ozone safe range comprises luminescent mousse (normal and extra control, 150ml £1.69), luminescent gel (extra control 150ml £1.39), gel mist, aerosol (natural and extra hold) and non-aerosol hairspray (extra hold, all 200ml £1.69) and a Spritz (200ml £1.99) — all of which have the familiar Finesse blue packaging and fragrance.

Between 1985-1988 the styling aids market grew by over 40 per cent and this figure is expected to increase to 49 per cent between 1988-1991. Present AGB figures indicate that 62 per cent of the styling aids market is captured by hairspray and 21 per cent by mousse, but consumers are becoming more sophisticated.

Control products such as Finesse mousse, gel and gel mist

can be applied to wet or dry hair to create and maintain hairstyles. The gel mist is a new liquid styling spray which has the setting power of a gel, but can be sprayed on to give maximum volume and hold to any hairstyle, say Helene Curtis. It is fast-drying and contains UV sunscreens to protect hair from heat styling and sun damage.

Luminescent gel and mousse contain luminisers to shine and highlight. Finesse spritz is an extra-strong styling spray that allows spot styling on dry hair.

An advertising campaign specifically for the styling range is planned for the Autumn, and will be backed by a parallel campaign for the entire Finesse range running from September to December. Initial stocks of the styling products will carry a 50p cash back offer and three 50p vouchers redeemable against any other Finesse product. *Distributors Food Brokers Ltd. Tel: 0705 219900.*

Jeunique extension

Distribution of the Jeunique skin care and colour cosmetics range is being extended from salons to department stores and selected pharmacies.

The range uses apitherapy — royal jelly, bee pollen, propolis, honey and beeswax — together with plant and flower extracts. The skin care collection includes cleansers (from £7.95), toners and products for refining, moisturising, nourishing and regenerating. Other products are designed for hair, nail and figure care, and the Jeunique collection of colour cosmetics offers a complete range of make-up. Various trade parcels, with testers and counter units, support

the launch.

Next year, the company hopes to introduce a mass-market unisex, range based on flower and plant extracts. *Yvonne Gray Cosmetics International Ltd. Tel: 06284 72727.*

Don't get a complex

Nicholas Laboratories are supporting their Amplex range of roll-on deodorants and breath freshener capsules with a television advertising campaign running until August 14.

The campaign is running in the London, TVS, Anglia, Central, Yorkshire, TSW and HTV regions with the "Don't get a complex..." slogan. *Nicholas Laboratories. Tel: 0753 23971.*

Getting Arrid on the box

A five week television campaign for Arrid for men starts on Monday in the Granada and Yorkshire regions.

The "Superman" commercial features the new men's original and light fragrance aerosol deodorants which are ozone safe. Carter-Wallace say they are spending £200,000 on this campaign in addition to £300,000 magazine advertising for the Arrid extra dry range. *Carter-Wallace Ltd. Tel: 0303 850661.*

Fendi get masculine

Parfums Fendi, who produce Fendi fragrance for women, are launching Fendi Uomo for men on September 18.

Fendi Uomo comes in "sleekly carved flasks that suggest strength and power, ready to be unleashed", consisting of faux granite banded with golden veins, in dark grey granite for the eau de toilette and palomino for the aftershave. The range is EDT splash 50ml (£17.50), 100ml (£26), EDT spray 50ml (£19), 100ml (£28), aftershave splash 50ml (£15), 100ml (£22), aftershave baume 100ml (£21) and soap and dish

150g (£9.50).

Say Fendi, "The opening statement is drawn from a blend of fresh citrus notes, laced with accents of juniper, sage and exotic pepper. This widens into a virile presence of cypress, warm patchouli and fine spices. The fragrance is enhanced by rich leather notes which emphasise the strength and boldness of the scent. Its final note smoulders with amber, sandalwood, oakmoss and musk". *Parfums Fendi. Tel: 01-784 4000.*



Leaflet drop for Andrex

Scott are reaching 10 million households in a leaflet drop for Andrex toilet tissue.

Timed to coincide with the latest television campaign for Andrex, the leaflets reinforce the message of the commercials and each contains a "10p off next purchase" coupon redeemable until the end of December.

Leaflet deliveries commenced this week and will continue throughout August. *Scott Ltd. Tel: 0342 27191.*

ON TV NEXT WEEK

GTV Grampian	U Ulster	SK Sky
B Border	G Granada	STV Scotland (central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	TV-am Breakfast Television	TT Tyne Tees
<hr/>		
Amplex:	L,TVS,A,C,Y,TSW,HTV	
Anadin Extra:	All areas	
Andrews Answer:	Y	
Arret:	TVam	
Arrid for Men:	G,Y	
Body Mist:	All areas	
Brylcream:	STV,G,Y,TT	
Goldseal batteries:	GTV,U,STV,BTV,TSW,TVS	
Lanacane Creme:	U,STV,A,C4	
Nice 'N Easy:	C,LWT	
Optrex:	All areas	
Oxy:	All areas	
Palmolive shampoo:	All areas	
Sensodyne toothbrushes:	STV,G,TVS,LWT,TTV,TVam	
Sensodyne toothpaste:	All areas except CTV,C4 & TVam	
Showerfresh:	All areas	
TCP:	G,Y,C,A,HTV,TSW,TVS,LWT,TTV,&TT	



**As 70% of Migraine
sufferers never see a
Doctor, they're still
in the dark.**



New look, new outlook for Atrixo

Smith & Nephew are giving Atrixo a new look and the lotion variant a new positioning in the handcare market. A £1m national television campaign will follow in the peak Winter months.

The moves follow research by S&N which revealed a distinct split in the market for handcare products between the usage of creams and lotions. While a practical bias is seen in creams, with peak usage after washing up and housework, lotions are used for more cosmetic reasons, before going to bed, or after a bath or shower, or as "top up" handcare throughout the day.

The result is updated packaging for an unchanged Atrixo cream, which S&N say has unisex appeal and a 78 per cent loyalty, contributing to a 16 per cent volume share of the cream sector. There is, however, some rationalisation of packs: 50ml (£0.93), 100ml (£1.45), 200ml (£2.45) and 500ml (£4.55) tubs remain, but the 25ml tub and the

60ml tube have been replaced by a travel size 30ml tube (£0.69).

New lotion will, S&N hope, establish the Atrixo name in the growing lotions sector of the market, which accounts for 60 per cent of the £39.3m toiletry handcare sales. The product is an oil-in-water formulation with camomile and allantoin. S&N are using the heritage of Atrixo cream with the proposition that the new lotion is "convenient daily handcare from the effective handcare brand". Lotion comes in a 200ml flip-top pack (£1.39) and a 400ml pump pack (£2.19).

Support follows in the peak Winter season with a £1m national television advertising campaign. A consumer trial programme will feature multiple usage 30ml trial size lotion bottles (£0.33) including a 20p-off subsequent full-size purchase coupon. Cross branding promotions with other S&N brands are likely. *Smith & Nephew Consumer Products Ltd. Tel: 021-327 4750.*

Sanitary protection on the up and up

There has been a dramatic increase in the sanitary protection market over the past three years, from £125m in 1986 to £146.5m in 1989, according to Smith & Nephew.

This makes sanpro one of the most valuable sectors in the health and beauty field, they say, in their Report on the Feminine Hygiene Market 1989. The division of total sales is constant with towels valued at £82m and tampons at £64.5m. Volume growth of 2.8 per cent per annum in the tampon sector is stimulated by continued increases in usership, converting to longer term brand loyalty.

The towels sector has meanwhile become increasingly fragmented with new generation products such as slims and shaped towels providing the major share of sales for younger women, with older women still preferring press-ons and looped towels, according to Smith & Nephew.

Pantliners are also performing well with an 29 per cent increase in sales over the last two years and night-time towels are showing a marked upsurge with over 60 per cent of women said to be using such a product for added reassurance and uninterrupted sleep.

In a sector-by-sector breakdown the following trends are highlighted:

☐ **Tampons:** As consumers more fully appreciate product performance, they are beginning to select absorbencies to match their menstrual flow pattern: "mini" and "super plus" variants, in particular, are showing good growth.

☐ **Press-on towels:** Continue to offer

good profitability and the sector is currently worth £35.5m. Own label products have been a strong influence but their introduction has reached a plateau.

☐ **Slim towels:** Forecast at £16m for 1989, this sector has captured sales from a profitable young audience with the fold and wrap format and slimmer towels offering discretion in and out of use.

☐ **Pantliners:** Now worth £18m and showing a 40 per cent growth since 1986, they are being used for daily hygiene in tandem with menstrual use with 30 per cent of women using them every day.

☐ **Shaped towels:** Sales are predicted at £8m by year end, and this now represents a sector in its own right after having previously been considered an adjunct to the main press-on towel sector.

☐ **Looped towels:** Sales are gradually being eroded but still valued at £4.5m, with recommendation as a post-natal or incontinence towel boosting sales.

On environmental issues, Smith & Nephew claim to put the bleached pulp and dioxin issue into perspective: "While dioxin levels are not significant, we have already introduced non-chlorine gas bleached pulp across all towel production," says the company.

Absorbency would be impaired and the end product would be less pure and less hygienic if unbleached tampons were used. They do not plan to change from the current cotton/rayon mix until certain new materials can meet safety requirements. *Smith & Nephew Consumer Products Ltd. Tel: 021-327 4750.*

Money off Mandate

Throughout August and September, Shulton are offering Mandate fragrance and deodorant money-off packs and trial size promotions to encourage consumer trial and purchase.

A 30ml (£3.50) trial size after shave lotion will be available, supported by a point of sale display, including a merchandiser and tester.

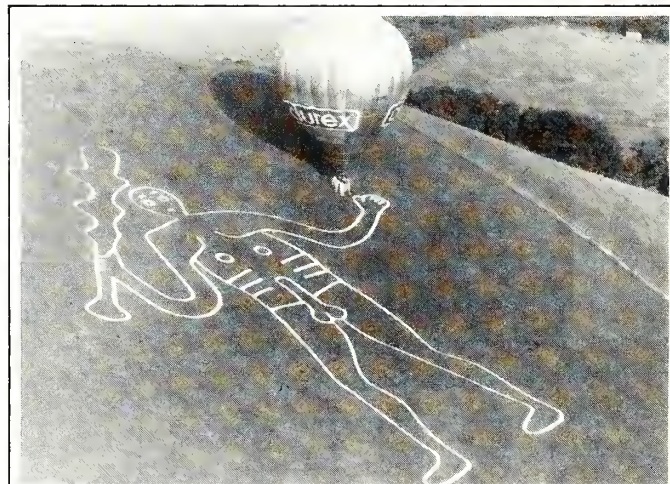
Money-off packs will be offered to consumers with a £1 saving. These are 150ml aerosol deodorant and anti-perspirant, and 75g stick deodorant at £2.95

and exclusively at independent chemists the 125ml splash-on at £4.95. *Shulton (GB) Ltd. Tel: 091-237 1231.*

Pentax ads

Pentax are supporting their zoom compacts and top selling auto focus and SLR models with a Press and poster advertising campaign.


Running nationally from now to Christmas, the campaign combines advertisements in newspapers and specialist Press with a two-part, 48-sheet poster campaign. *Pentax (UK) Ltd. Tel: 01-864 4422.*




The Durex hot air balloon recently made its debut appearance in front of the Cerne Giant, at Cerne Abbas in Dorset. The bronze age hill drawing of the man had, in his day, everything except protection for safer sex, say LRC. The balloon is making regular appearances at a variety of meets balloon and public events around the country. Its first appearance was at the Southampton balloon festival




Migralift



FAST RELIEF
for
migraine headache,
nausea and vomiting

Now, with your help, we can enlighten them.


There's a massive hidden market of migraine sufferers looking for a treatment for their migraine. Many may be under the illusion that they've just got a bad headache. Together, we can help them by revealing the correct diagnosis and giving the right treatment.


Recommend Migralift, which has a clinically-proven formula based on the most highly

recommended migraine-specific treatment. Migralift is the only migraine-specific treatment available OTC.


A major new £¾ million full colour advertising campaign will create a heavy demand. Hand them Migralift and don't disappoint them with an alternative. Then they won't be in the dark any longer.

Migralift

The only migraine-specific OTC treatment

For details of our attractive launch bonus and counter prescribing information please contact
International Laboratories Ltd., Floats Road, Wythenshawe, Manchester M23 9NF. Telephone 061-945 4161.

The bottom line

An advertising campaign is underway to promote Preparation H ointment and suppositories to pregnant women.

Focusing on the mother and baby magazines, advertisements explain the ways in which haemorrhoids can be caused by pregnancy. The campaign will run until October.

Whitehall Laboratories have also produced a leaflet about haemorrhoids which is available from representatives or direct from *Whitehall Laboratories*. Tel: 01-636 8080.

Unichem snap happy

Unichem members ordering 25 films or a 635cl Polaroid camera and 15 Polaroid films during August will receive a pair of 8x30 binoculars free. The films included in the promotion are Polaroid SX70, 600 Plus and Image.

A price reduction of 20 per cent on Durex condoms is available as part of the August special offers. The price reduction runs across the Durex gossamer, gold, fetherlite, arouser, safe play, extra safe and elite condoms. The promotion runs until August 31 and gives a 51 per cent profit on return on the Durex safe play range or a 57 per cent profit on return on the other brands. *Unichem*. Tel: 01-391 2323.

On the gravy train...

G.F. Dietary have launched a gravy mix into their range of gluten free products.

The wheat free, gluten free mix is suitable for coeliac sufferers, vegetarians and vegans. It contains no artificial colourings or preservatives. Each carton has four 25g sachets and the product has an indefinite shelf life. Each sachet makes up to half a pint of gravy. *G.F. Dietary Ltd*. Tel: 01-951 5155.

Healthy Bodycare have added an aloe vera foot cream to their range of bodycare products. The cream (50ml tube £2.50) is fortified with a high level of aloe vera extract and peppermint essential oils which soothe, soften and moisturise the feet, say *Healthy Bodycare*. Tel: 0663 32081.



New style for Old Spice

Shulton are in the process of updating the Old Spice range with a "more stylish look which reflects the classic quality of Old Spice". The introduction of the new designs will be staggered over a number of months.

Shulton say consumer research showed a positive reaction to the classic white after shave lotion bottle. The new packaging capitalises on this property and gives a more consistent quality appearance to the whole range, says the company.

Both toiletry and aerosol products are redesigned, but the white glass bottle remains unchanged. The new bottles are made from a high quality, gloss finish plastic and the shape is more masculine, solid and easy to hold than before.

The 100ml bottles contain Old Spice splash-on, pre-electric, travel after shave lotion, and after shave moisturiser (formerly moisturising after shave lotion).

Now available in 250ml/100g bottles are the shampoo and body talc. From September a 250ml shower gel will be available. The 200g talc will be repackaged in the new 400ml bottle.

New style deodorants are available now and anti-perspirants will be on-shelf from November, both in slimline packs. Newly packaged products complement the rest of the range, and prices remain unchanged.

"This is a major development for such an established brand and one which will reinforce Old Spice's men's toiletries brand leader status," say *Shulton (GB) Ltd*. Tel: 091-237 1231.

Snap that window

Care Laboratories have launched a "Have a safe Summer with Savlon" competition for the trade, with the top prize of a microwave oven going to the most imaginative window display.

Ten regional winners will win an Olympus Trip camera with carrying case and a free film. Every entrant who sends in a colour snapshot of their display will qualify for a cotton T-shirt.

Care Laboratories will supply merchandising material including: Summer scene poster, three Savlon flags and two drop-leaf display blocks with wave design.



The window display must be kept in place for at least two weeks. To enter the competition send your colour snapshot with a shop stamp/sticker on the back to arrive no later than October 6, to "Savlon Window Display", *Care Laboratories, Lindow House, Beech Lane, Wilmslow, Cheshire SK9 5HG*. Tel: 0625 535577.

Head High gel from FSC

The Food Supplement Co have introduced hair energising gel into the Head High range.

The gel (100g, £2.50) should be applied topically to the scalp by gentle massage. It is said to add body and gloss to all hair types and provides conditioning treatment

for damaged hair, and can be used by men and women.

The formulation includes a seaweed extract rich in iodine combined with panthenol. None of the ingredients are derived from animal sources, say *FSC Ltd*. Tel: 0483 426666.



Mendle's new baby trainer

Mendle will be launching three new products, including a trainer seat for babies, at the Exclusively Housewares exhibition in September.

The polypropylene seat, at £1.99, is down 44 per cent in price on previous models, and offers "excellent value for money". Designed to fit securely into any standard domestic toilet seat, the Embee trainer has smooth contours, a splash guard, can be safely chemically sterilised and will withstand boiling water to 125C/260F. *Mendle Ltd*. Tel: 0443 730784.

Unichem have launched a new range of own label three-ply pocket tissues available in outers of six. There are ten tissues per pack (£0.66). *Unichem*. Tel: 01-391 2323.

ONLY ONE HAS FRESHNESS GUARANTEED



Now every pack of Duracell batteries has a freshness date. So you can be sure that Duracell not only come to you full of life, but stay that way for four full years after we make them.

So, if you want to make sure you're selling fresh, long lasting batteries, buy Duracell.

In fact, why not buy a dozen.

DURACELL

MAR 93

GUARANTEED
FRESH · UNTIL

Migralift campaign

International Laboratories are backing Migralift with a £750,000 advertising campaign in women's magazines.

The campaign runs from September until March 1990 and titles include *New Woman*, *Cosmopolitan*, *Essentials*, *TV Times*, *19*, *Options*, *She*, *Woman's Own*, *Woman's World*, *More and You*. International Laboratories Ltd. Tel: 0420 88174.



Sterling Health are making the best of the current transport strikes and trying to raise a smile in the face of adversity! The new Hedex advertisement "When getting to work is a headache — take Hedex" is the latest in their handbag series and is published on British Rail and London Transport strike days in *Girl About Town*, *Ms London* and *9 to 5* magazines. Sterling Health. Tel: 0483 65599.

Summer blitz for Oxy range

Beecham Health Care's Oxy medicated skin care range is kicking off its £1.2m Summer advertising schedule with the "blitz those zits" and "bucket over head" television commercials for Oxy 10.

Beecham say that teenagers are increasingly interested in "prevention-type" products and are specifically targeting this sector. Oxy Clean medicated cleansing pads will be featured in a new national television campaign from mid-July.

To encourage teenagers to sample the product Beecham are mounting a sampling campaign which is running across the leading teenage magazines this month. Beecham Health Care. Tel: 01-560 5151.



New Era keep Calm & Clear

New Era Laboratories have launched a natural tablet for stress called calm and clear.

Calm and Clear (150 tablets £3.85) is a homoeopathically prepared mineral tissue salt remedy to help relieve stress. Green and white graphics on-pack put over the message "Calm and Clear — a natural remedy for stress". The tablets come in a slide-top tablet dispenser.

With each launch parcel there

is a display unit included. In addition, posters, showcards and individual stress monitors will also be available to stockists.

A large slice of the annual New Era £100,000 advertising budget will be spent on quarter page national newspaper advertisements and posters in the London Underground. The campaign will break in September. Seven Seas Healthcare Ltd. Tel: 0482 75234.

PRESCRIPTION SPECIALITIES

Topper 8 for Sofnet

Johnson & Johnson say that a new dressing swab, Topper 8, has replaced Sofnet II nonsterile in the Drug Tariff.

The new dressing is described as a multi-apertured fabric swab indicated as an alternative to gauze for swabbing, cleansing and wound dressing. It has a ribbed texture and high uniform strength as well as superior absorptive capacity allowing faster dispersion of wound exudate, when compared with gauze.

Topper 8 comes in 10 by 10cm squares (100 £2.49 trade). Sofnet II sterile will be replaced by a sterile version of Topper 8 in September. Johnson & Johnson Patient Care Ltd. Tel: 0990 872626.

Wellcome are introducing an original dispensing blister pack of Semprex capsules (84 £5.38 trade), at the end of July. The 100 capsule container pack will be phased out. The Wellcome Foundation Ltd. Tel: 0270 583151.

Easifix stretch bandage on Tariff

Easifix, a new dressing retention bandage from Smith & Nephew, will be included in the Drug Tariff from August 1.

Made from a combination of viscose and polyamide, the dressing has specially finished edges to provide neater application. It is a stretch bandage that moulds closely to body contours holding the dressing underneath firmly in place, says the company.

Easifix comes in 4m lengths in four widths, 5cm (£2.52), 7cm (£3.24), 10cm (£3.72) and 15cm (£6.12, all 12s trade). Smith & Nephew Medical Ltd. Tel: 0482 25181.

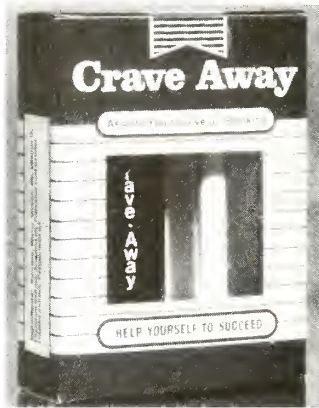
Berk Pharmaceuticals are adding diclofenac tablets 25mg (100 £8.05) and 50mg (100 £15.70, both prices trade), to their generics range. Berk Pharmaceuticals. Tel: 0323 641144.

Smokers just Crave Away!

Crave Away is the latest herbal offering for those who want to give up smoking.

The product consists of a mouth spray containing essential oils and herbal extracts to help satisfy the craving for nicotine, and an imitation cigarette to help the smoker break their habit.

Crave Away retails at £7.95 per packet. The trade price for a counter dispenser containing 10 packets is £45, showing a profit of 35 per cent on return. Good Life Products. Tel: 061-624 2628.



Accents on beauty

Marling Sales, manufacturers of own label accessories in the beauty, manicure and haircare markets, are launching their own branded range of products.

Called Accents, the range includes hairbrushes and combs, nail scissors, and files, as well as a wide selection of beauty accessories.

The hair care beauty products are all blister-packed on green hanging cards, while the manicure products have pink-toned packaging. Marling Sales Ltd. Tel: 0737 763104.

It's a tease

Nicholas Laboratories are supporting their Vapona range of household insecticides with a new national Press advertising campaign.

The campaign, which runs from now until September, will promote Vapona's ant, fly and moth products, with "teaser" style execution. The advertisements will appear in leading national newspapers. Nicholas Laboratories Ltd. Tel: 0753 23971.

First the sleeve. Now the collar.



When the baby meals tampering scare occurred, Cow & Gate, like other manufacturers, responded quickly to produce 'tamper evident' packaging.

As an initial measure, we introduced the sealed plastic sleeve, which is on your shelves currently.

Now we're pleased to announce our longer term solution.

A 'hot glue collar', which securely



seals the cap to the jar.

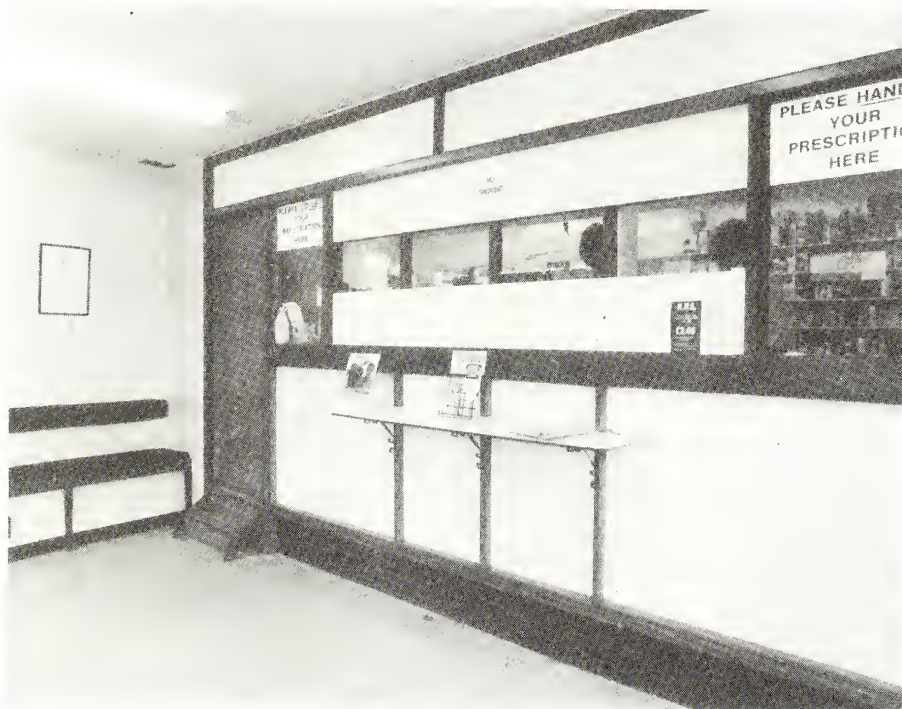
The collar will be available on all varieties of Cow & Gate baby meals, and will eventually replace the full length sleeve.

Both kinds of our tamper-evident packaging are equally secure so mums can feel confident, whichever one they choose.

Cow & Gate
The Babyfeeding Specialists

Maximising sales areas — adding 'pharmacy' value

The AAH Pharmacy Concessions' franchise pharmacy at South Elmsall, near Pontefract has been refitted in Vantage livery by Nottingham-based shopfitters, Zaf Ltd. *C&D* looks at the 'before' and 'after' rationale.



Before — the dispensary counter was positioned in a totally separate section of the store with a vast waiting room and no access to the retail sales area

The original pharmacy layout consisted of a retail sales area of some 840 sq ft and a completely separate dispensary waiting room of just over 200 sq ft. The dispensary itself was an enclosed area, standing between the two public areas with hatchways to each side. There was also a very extensive store room to the rear of the premises.

Lack of shelf space

The main problems inherent in this layout were, firstly, a lack of sufficient retail shelf space. Secondly, the inconvenience caused to customers by separating the waiting room from the retail area — with a resulting loss of sales potential. And, thirdly, the undesirable effect of "isolating" the pharmacist from his customers within a segregated dispensary area, making it extremely difficult for him or her to supervise the retail sales area.

The new layout overcomes these problems by removing the barriers between the retail area and the dispensary waiting room, and by extending the retail sales floor back into the existing storage area.

This was achieved by repositioning the dispensary and its waiting area to incorporate

both into the main body of the store. A section of partition wall was then removed between the store room and the sales floor to allow for the extension of the retail area, converting under-utilized spare storage capacity into profitable shelf space.

Open style dispensary

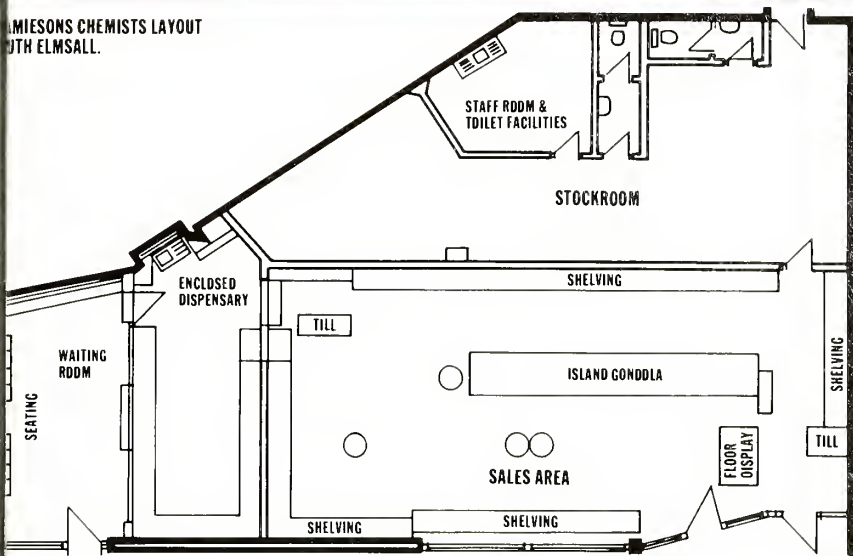
The dispensary adopted a modern, open style, and used a raised floor area to bring the pharmacist into more convenient, closer contact with his customers giving an excellent view down the full length of the store. Extensive shelf binning for medical items was provided along the dispensary counter. Further binning was incorporated into the main medical counter unit, positioned towards the centre of the store for customers at both the medical and general sales areas.

The new plan for the store also provided for the important additional facility of a private consultation room.

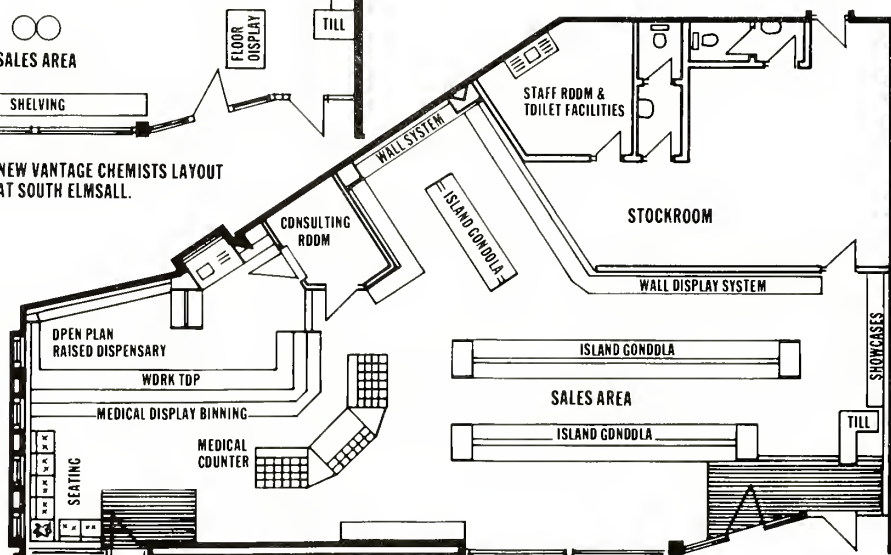
In the retail sales area an additional centre gondola was incorporated which, together with the extended sales area, ensured that merchandising requirements could be fully



After — the open plan dispensary behind the medical counter within an enlarged retail sales area. Its raised floor gives the pharmacist an excellent view down the store and better customer contact. The entrance to the private consulting room is to the right of the medical counter.



NEW VANTAGE CHEMISTS LAYOUT
AT SOUTH ELMSALL.



met. Additional products were put on effective display, using dedicated shelf units.

Removing the walls

The refurbishment included the removal of three walls and a raised floor together with ceilings and all internal fixtures and fittings. Reconstruction, redecoration and installation was completed in only five days.

Throughout the refitted store, decoration is in the new Vantage corporate style, using units from the Zaf modular storefitting

system, vinyl-coated in cream and with signing and design work in grey and orange. A decorative ceiling frieze is used to highlight the dispensary area of the store.

Some display counters and gondola units are individually constructed with some illuminated glass wall display cases by Systemic used for items requiring greater security, such as perfumes.

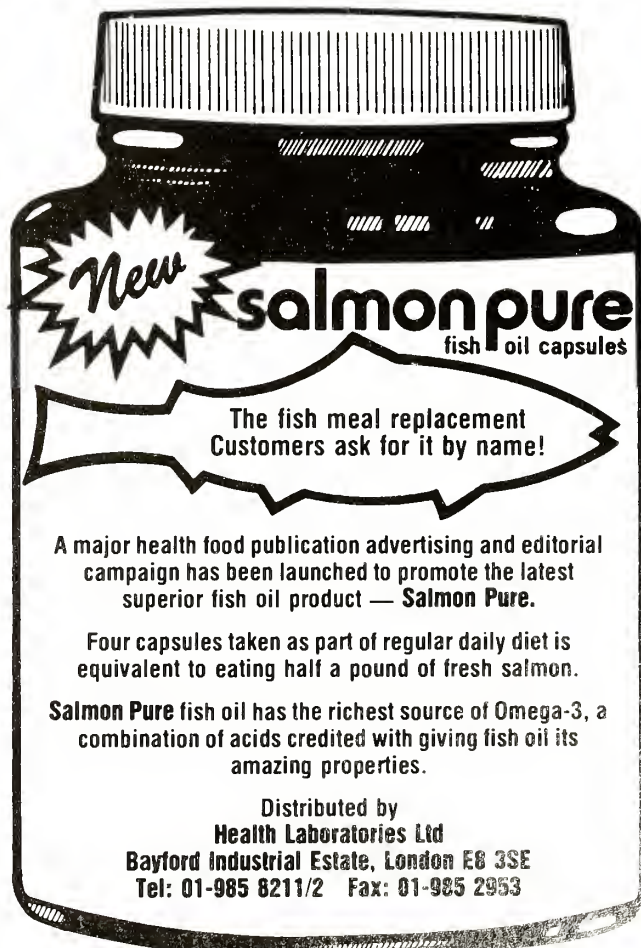
At South Elmsall the results of refurbishment are already extremely encouraging. "After completing such a project we normally expect a store to take several months to reap the benefit, but within only weeks the takings had already grown by some 14 per cent," says Vantage's David Wicks.

CHEMIST & DRUGGIST

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An Englishman abroad

"English spoken, American understood" said the sign above the obviously Scottish street vendor selling postcards and geegaws to the tourists outside the St James Centre in Edinburgh. Behind the shopping complex is York Place and the offices of the Royal Pharmaceutical Society's Scottish Department. C&D dropped in to find out how the erstwhile head of the pharmacy department at Heriot-Watt, Englishman Gordon Jefferson, is settling into his new post as secretary.

The political angle — with a small 'p' — is one reason Dr Jefferson gives for the existence of the Scottish Executive. As an Englishman who has lived in Scotland for 20 years, he says he appreciates what it feels like to be a Scot in a UK dominated by the English. "The enghilication of Scottish institutions, the appointment of Englishmen to senior posts in the Scottish establishment..." He pauses for thought, recognising a potential minefield and concludes: "Scottish institutions should be fully recognised."

Shortly after his appointment was announced last Summer he was at a meeting in the Lothian region when a colleague said to him: "Thank God, I thought it was going to be someone from down South." That he is now accepted as a local man means a lot to him. There is, he concludes, a political and psychological dimension in the way the Scottish Department of the Society runs which should not be underestimated.

Dr Jefferson is a Lancastrian and served his apprenticeship in Morecambe with Timothy Whites and Taylors. He confesses to being intrigued by today's drive for more patient counselling because his apprentice master was, he says, a dab hand. From Morecambe he went to Manchester and onto the degree course, followed by an MSc in pharmacology, in spite of the fact his best subject was pharmaceutical chemistry. He qualified in 1959.

Teaching was something he found early on he was interested in, and it was from Manchester that he moved up to Edinburgh to become the first pharmacology lecturer at Heriot-Watt in 1962. And there he remained until last Summer, having gone through the unpleasant experience of having to run the Department down after the University Grants Council decreed it was to close.

You get the impression that Dr Jefferson is not yet completely comfortable with being part of a bureaucratic system, having effectively run his own show for the last five years. He claims he is an individualist. "I like doing things my way, and to find my own solutions. I think I am fairly self-perceptive. The spin-off is that in recognising my deficiencies I am a great seeker of help," he says. "I'm not afraid of saying 'I don't know'. An admission of ignorance has never been a problem. I was often asked unanswerable questions by students. 'Lets look at the problem together' was usually my response!"

Dr Jefferson has still to complete his first year in office, and as he rightly says, in any job you need to go through a whole cycle before you really know what is involved. "Oh, by the way, do you know you're supposed to..." is a phrase he has become all too familiar with. "I have had to become a fast reader and a fast learner. I have read Dale & Appelbe from



cover to cover, along with the byelaws and the Code of Ethics," he says.

The breadth of activities the secretary has to deal with is frightening and like any administrative job the twin demons are the mail and the telephone. Apart from implementing Society policy in Scotland, Dr Jefferson sees himself standing between the members and Council. The basic arrangement, he feels, works well. "We are pretty autonomous. There is no interference. If we have points to make I feel we are listened to — that's the feeling I got from my predecessor," he says.

Virtually everything affecting pharmacy in Scotland passes through his office. There are numerous inquiries to handle, there is the monthly meeting of Council to attend, which involves a three day visit to London, and there are premises to register and disciplinary letters to write. "I am the almoner for the Benevolent Fund, which is a small but satisfying part of the job. I interact with the media. I run elections. We charge the health boards *pro rata* for my time and it takes a hell of a lot of it. I am on three or four working parties — this sort of thing rolls on and on. I am landlord for 36-38 York Place on behalf of the Benevolent Fund, and I act as liaison officer between the PJ and any exchanges organised with European pharmacists. No one told me about that one until after I started!" says Dr Jefferson. Languages are not a strong point.

Being Council's mouthpiece in Scotland has meant subjugating a natural inclination to speak his mind. Questions on his attitude to the supervision fracas are answered with admirable diplomacy. "I have a genuine problem here in that I am not a practitioner. I understand the fears of community pharmacists who perceive a threat to their livelihood. Nevertheless I regard Nuffield as

very important. I am a strong supporter of its conclusions. I am also aware that under Council's current proposals no one is being forced to do anything. The consequences do not affect me directly as an administrator. I am also obliged to carry out the Society's policy. I see myself as a bit of a Sir Humphrey, but I hope I'm not as devious," he says.

Needle exchange schemes are another political hot potato where the Society's policy has run into vociferous if not widespread opposition. Dr Jefferson believes there is support in Scotland for pharmacists to be involved in the supply and handling the return of used injecting equipment. "The difficulty arises over the conditions under which pharmacists will be involved in the fight against AIDS. Those in Greater Glasgow and Lothian want to have the flexibility to give out injection equipment free. Their reasons for doing so are cogent. This is something we must recognise and have brought to the attention of the Scottish Health Department," he says.

Policies are not immutable, and the current line on needle exchanges could well change, he says. After all, no supervisory body should be pursuing a policy no one is supporting. But an elected body has to give guidance while still responding to grass roots opinion, he says.

Dr Jefferson maintains his links with Heriot-Watt. He is still an honorary lecturer and will be doing some examining for the last group of students sitting their finals this Summer. He had fully intended to stay to the bitter end as head of the department, but in doing so had asked that the University should look to his future. It was not a plea for preferential treatment, but rather a request that if any suitable position became available, could he be considered.

There was some soul searching when the post at the Scottish Department was advertised, but the word was that there was no long term future for him at Heriot-Watt and he was advised to apply. He still regrets having left before the end.

His experiences at Heriot-Watt have left an indelible impression. He now regards the fight to save Glasgow Veterinary College with a degree of irony. Although initially it was thought there was a good case for saving the pharmacy department, in retrospect the decision was irrevocable, says Dr Jefferson. "We were unlucky in being the smallest university school on the mainland. The fight we went through was an elaborate charade but the outcome was predestined." However, he has nothing but praise for his colleagues during the difficult years. Without their support his job would have been impossible. "People can be genuinely sympathetic, but cannot know what it is like until they have been through it. It's like a bereavement. My colleagues' performance cannot be overestimated."

BACK TO BASICS

In the fourth of his series on the basics of running a business, Eric Jensen, B.Com, MRPharmS, explains how budgetary control can help to improve profitability and to avoid financial disaster.

Businesses fail completely, or fail to optimise profits, for two main reasons: lack of close financial control or lack of marketing skills. The two are related: to prepare a budget you need market research.

To draw up a budget for your pharmacy you require a sales budget, a purchasing budget, and a financial budget. The sales budget is divided into at least two main sections: NHS and OTC. A more complex system would embrace subdivisions of these.

In those pharmacies still doing some manufacturing, the purchasing budget would include a subdivision for this. The financial budget should deal with both current and capital outlays.

A budget helps us form a picture of how a pharmacy will perform over a period. It indicates how stock levels vary, what profit is made month by month, and hoped-for profit for the year. It will enable us to quickly deal with problems, before they become crises.

Forecasts cannot be fully accurate: sales might vary considerably from estimates, expenses are not always known exactly, and so forth. But a reasoned forecast, based on the most detailed facts available, gives us a clear goal. We are not *guessing*!

The value of a budget

Just one example illustrates the value of a budget. I have had pharmacists complain to me "my stock has jumped up by X thousands and I cannot understand why! The valuers must have made a mistake!" "The reason for the stock increase", I would explain, "is that you have bought more at cost than you have sold at cost." A budget control system would have shown the trend during the year and there would have been no surprise at the end.

The starting point for a budget is a forecast of sales for the coming period. The NHS element is probably, for most pharmacies, the easier part to estimate under stable conditions of remuneration. When on-cost and fees and discounts are definite there is still, of course, the variable factor of ingredient costs. It should normally be possible to assess the number of items fairly accurately: a careful watch must be kept on the possibilities of new competition or of closures. Changes in ownership of pharmacies in an area and changes in their policies could be significant influences.

Fundamental data on the area served by a pharmacy is needed in forecasting all sales, including NHS. A detailed survey of number and type of households and of the persons per household is essential. Any changes in the pattern, for example house building, must be taken into reckoning.

Two references can be of great value in forecasting: "The Family Expenditure Survey" (HMSO), and the "Marketing Pocket Book" (The Advertising Association). They provide a wealth of facts on what is spent on a wide variety of services and goods. Used with the local knowledge of a proprietor pharmacist they supply a basis for working out approximately the total business to be expected from a catchment area. The proportion any pharmacy can hope to attract is a matter for realistic judgment. If in doubt, it is wise to under- rather than over-estimate.

The investigation described might well suggest ways in which business could expand. The data should be studied alongside the information published in *C&D* from time to time on how traditional pharmacy business has disappeared into drug stores, grocers, supermarkets, etc. Could strong marketing retrieve the situation?

Armed with local facts we can now take a further step. An estimate of total NHS and OTC sales can be divided into monthly amounts. Most pharmacies experience seasonal variations, great or small according to location and policies.

Next we discount our expected monthly sales by the gross percentage profit we anticipate. We then know what monthly purchases are needed to provide the stock. If we wish to reduce stock over the year we will adjust the budgeted purchases accordingly. Month by month, as we compare the budgeted figures with what



actually happens, we shall see whether we are on target.

A crucial estimate in forecasting purchases is that for the gross percentage profit. To know the percentage accurately involves a physical stock check at each end of any period: a monthly check would be too expensive for most small business. We can, however, form a shrewd estimate and check continuously as time passes. A major benefit of budgeting is that it keeps us in touch with what is going on.

The OTC gross percentage can be estimated from two sources: sales or purchases. NHS margins we check from the monthly statement. An analytical till will tell us how sales are split into the main groups of OTC merchandise: knowing the margin on each group we can easily reach a weighted average for the total sales figures each week or month. We are not striving for absolute accuracy but for a reasonably close percentage.

Alternatively we could analyse all purchase invoices into various categories of gross margin and should reach a result close to that from the sales analysis. In practice, goods invoiced one month are not necessarily sold in the same period: over the year, however, margins calculated from purchases and sales should approximate.

Looking at purchases

Once our sales forecast has been made and our gross profit estimate arrived at we can budget for purchases. A chart on the following lines will enable us to keep track of events, to watch stock levels, to see how close actual performance comes to the forecast (*see figure 1*). Separate columns may be inserted to distinguish between NHS and OTC, or one complete chart could be used for each. To avoid a cluttered-up chart, and to promote division of work between staff, separate charts are advised.

An owner might prefer to deal with the NHS in person, while delegating the OTC side to staff. The whole task should not take more than a short time each month. As a key element in the budget is the gross percentage estimate it is worth analysing purchases and sales. The results should be compared with one another and with the figure in the latest accounts. The latter would, presumably, include professional physical stock valuations for each end of the period.

Variations from the latest financial year's gross percentage might occur for several reasons:

1. The owner might plan changes in the character of the pharmacy. The addition of a new department or closure of an existing one could

enhance or lower margins.
2. Changes in buying or sales policy, a switch in suppliers, a decision to curtail direct purchases, can radically affect margins. Faced with price-cutting competition a pharmacist might have to suffer reduced margins or stop featuring certain products.
3. The opening or closing of a branch pharmacy will clearly affect margins. And if the market research correctly suggests a massive increase in sales, more advantageous buying might result.

There clearly is a large factor of judgment and experience in devising a budget control system: the system must be made to fit in with the overall structure of a pharmacy and its accounting methods. The expertise of the accountant should therefore be drawn upon.

So far we have collated the information for the sales and purchases budget: the next stage is to prepare a profit forecast. We now need to forecast expenses and to consider revenue and capital outlays. If we are working on expected monthly figures for sales and purchases we must similarly forecast expenses on a per month basis. These expenses we deduct from the gross profit per month to arrive at the aimed-for monthly profit and finally at the year's profit. Certain expenses, for instance, rent, might be known definitely in advance: others, such as wages, cannot be forecast exactly. Any bias should be in favour of over-rating expenses.

Monthly forms of the type shown provide us with information which helps us take management decisions early rather than late. Combined with the monthly sales/purchases budget they present us with financial and also marketing data. They enable us to manage by objectives not by crises. If we find that sales are falling behind the target we should examine our merchandising strategy: is our advertising letting us down, are our displays badly conceived, or what?

Watching capital

The importance of watching the capital position throughout the year can hardly be over emphasised (see figure 2). If stock levels are allowed to creep up, as can happen where there is no budget control, capital outlay might have to be deferred. Otherwise costly borrowing could be incurred. Usually the process of reducing stock investment is slower and more painful than the reverse!

A busy proprietor pharmacist might argue that the time is not

available for budget control. A cost benefit analysis of the system should refute this argument. The advantages alone of monitoring stock levels and of recognising market opportunities are great: they can justify any small additional overtime and the cost of this. And how can a price be put on detecting leakages quickly and in some cases keeping a pharmacy in sound financial condition?

Setting up a budget system, as simple or complex as suits the owner, offers a chance to train staff. To engage outside professionals to carry out the initial market research is likely to cost at least hundreds of pounds. Furthermore, extreme care is needed to ensure the Code of Ethics is not offended. Properly briefed staff, knowledgeable about pharmacy, can do an adequate job. On the financial side also, the bulk of the work can be delegated. Involving staff relieves the owner and encourages teamwork. New responsibilities are a powerful incentive to most people.

Controlling the stock

The budget gives us a continuous control on total stockholding and trends. A more detailed check is also essential. Staff should routinely take physical stock checks of sections of merchandise at the beginning and end of each month: taking purchases into reckoning they can then calculate sales and rate of stockturn. An overall rate of stockturn which appears satisfactory can frequently mask lamentably low sectional performance.

Efficient budgeting can, in many cases, liberate capital from unproductive to productive use. Borrowing might thus be avoided or reduced. If, however, a loan has to be raised, a budget plan with profit forecast is a strong weapon in obtaining the money. Bankers and others respect factual information and well-researched forecasts.

Forward looking pharmacists must, in the present uncertain conditions, reduce uncertainty as far as possible. Budget control, with the financial and market research involved, provides facts on which to base action. And plans founded on information and sound judgment have the best chance of success.

Computer enthusiasts can produce much control information through their machines: they can thereby save a lot of time and trouble. The key role of stock figures must not be forgotten however. Physical checking is essential if gross profits are to be known accurately. Theoretical stock is valueless!

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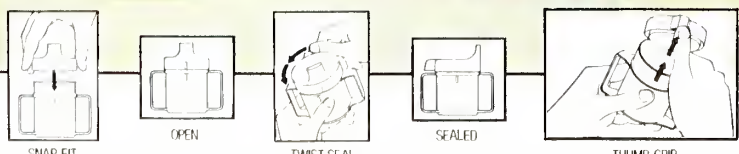
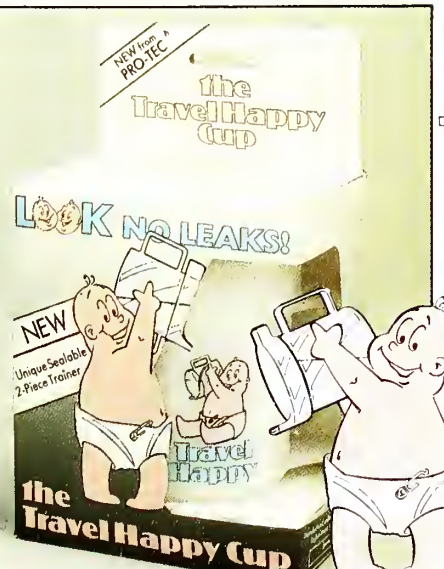
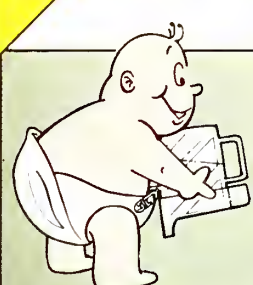
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Timely delivery

It is often frustrating to have been promised a delivery for your business at a certain time, only to find the date is not met.

Have you any legal rights if you incur loss, and can you get compensation from the supplier? For the majority of transactions the answer is no. However, there is one main exception: where the law considers that time is of the essence of the contract then any losses can be recovered.

An order and the acceptance of that order forms a legal contract. Time can be of the essence of that contract in two ways. First, where the nature of the transaction makes it obvious. To take a simple example, a retailer who orders fireworks from a wholesaler and asks for delivery well before November 5 and delivery occurs on November 6, would be able to claim compensation. It is considered obvious that fireworks are required for sale before Guy Fawkes night and any delivery after that date is useless.

Otherwise it has to be categorically stated when ordering that time is of the essence.

Many happy returns

Last year just over 1,500 company directors were convicted for not sending their annual returns and accounts to the Companies Registrar as required by law.

If you run your business as a limited company, you have to make a return of your accounts to the Registrar annually. You are also required to have your accounts audited by a qualified accountant acting as auditor to your company.

Failure to make the return can bring fines of up to £2,000. Five years ago nearly two-thirds of companies were not complying with the law. In this column, we have warned that the Department of Trade and Industry was chasing up the laggards. This policy seems to have had some success: around four-fifths of all companies are now sending in the information.

It should be pointed out that the above rules does not apply to those running their businesses on a self-employed or non-limited partnership basis — although, of course, the Inland Revenue still needs to know about the business's financial affairs.

POINTS OF LAW



What can you do if a delivery is late causing you to lose business? "It has to be categorically stated that time is of the essence..."

Redundancy rebates to go

Since 1986 only employers of less than ten staff have been able to claim a rebate of redundancy payments from the central redundancy fund amounting to 35 per cent of the amount the employer has to pay. The new Employment Bill, now before Parliament, proposes that this rebate shall end. Once the Bill becomes law in a few months time, no rebates will be able to be claimed.

VAT scheme little used

The Customs and Excise Department has reported that very few businesses are taking advantage of the cash accounting scheme in connection with their

VAT payments.

This scheme was announced over a year ago. Under it, traders with an annual taxable turnover of below £250,000 can account for VAT on the basis of cash paid and not on invoices. It also removes liability to pay VAT on bad debts.

It is difficult to know why there has been such a low take-up. It may be that businesses are so well geared into their present system that it would be a hassle to make the necessary changes.

However, if you employ an accountant it is worthwhile having a word to see whether without too much difficulty you could change over to the new system.

DoSS returns up in the air

At the end of the financial year, employers have to make returns to the Department of Social Security accounting for security contributions deducted from employees.

From 1987-88 it became a

requirement to also return the actual earnings on which contributions were paid by each employee. Apparently so many employers either failed to make this latter return or submitted incorrect figures to calculate employees' entitlements to benefit, that the Department has decided to assess the benefit entitlements from the actual contributions paid.

Whether return of earnings will be required for future years is not yet known but employers will be notified in due course.

Strike action no benefit

From time to time, there are disruptions of public transport due to strikes. In these circumstances employers sometimes put up key employees in a hotel near work or suggest employees come into work by car or taxi with the employer meeting the costs involved. As a concession, the Inland Revenue has agreed that such expenses will not be charged to tax as a benefit to the employee.

Where the employer pays a taxi firm or a hotel directly to enable key employees to be at work, these will be allowed as a legitimate business expense.

Employers do not need to enter these payments on form P9D or P11D.

Switching off before work

When electronic machines, like cash registers, malfunction an employee may try to examine what has gone wrong before calling in a service engineer.

Although it is only commonsense to switch off first before tampering with equipment, large numbers of accidents occur because this precaution is not taken.

The Health and Safety Executive have announced that from April 1 next year new regulations, the Electricity at Work Regulations, will come into force which will make it an offence if an employer allows any employee to work on equipment without switching off first.

The only exceptions to the rule would be where it is unreasonable in all the circumstances for equipment to be worked on in a dead state and only then where proper precautions are taken to prevent an injury.

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NEWS FROM GERMANY

Help for hay fever

A new aid for the estimated six million German hay-fever sufferers has recently appeared in the form of a mask, rather like diving goggles, that covers the eyes and nose.

Air is breathed in from the sides through a polypropylene filter that, with a pore size of only 2 micrometers, stops the entrance of pollen. Other filters on the lower edge of the mask ensure adequate ventilation, so no resistance to breathing develops, while a special glass prevents misting on the inner surface.

The goggles (costing about £63) are particularly suitable for warm, windy days during the main pollen season, but can also be used to protect against industrial dust and other irritants, it is claimed.

Cultural cough sweets

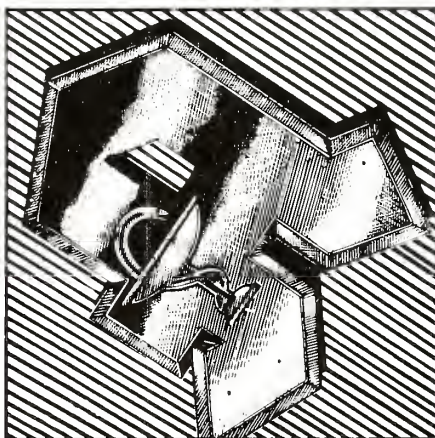
Prompted by one maestro's refusal to continue a performance of Schubert's *Moments Musicaux* due to persistent coughing in the audience, the Munich Philharmonic Orchestra recently decided to supply free self-service cough-sweets (sugar free eucalyptus and menthol flavour) from tasteful chrome and smoked glass dispensers strategically placed around the concert hall.

Hoarding of the sweets (naturally wrapped in non-rustling paper), for the next colds and flu season will be curbed by the watchful eye of staff quick to spot excessive consumption. An alternative suggestion by a long-suffering concert goer (quoting the phrase, when winter coughs come along, half the coughers go to bed, the other half to the theatre!) is for organisers to supply anti-coughing chewing gum inside each concert programme.

New anti-smoking campaign

Three ministries are jointly planning a new anti-smoking campaign in an attempt to halve the current number of smokers (35 per cent of the population) during the next year.

Industry is being encouraged to develop a nicotine-free cigarette, the age at which cigarettes can be bought is to be increased from 16 to 18, and supermarkets may be



prevented from selling tobacco.

Several towns and cities are to ban cigarette advertising on hoardings, buses and bus-stops, and the familiar round advertising columns. A spokesman from Regensburg points out the illogicality of seeing an Government anti-smoking poster on one side of a column and another advertising a particular brand of cigarette on the other.

In Karlsruhe, adverts for beer and other alcoholic drinks are also to be banned from 1991, but in Dortmund, home of several breweries, such a step would be unthinkable. Opponents have pointed out that bans on alcohol and tobacco advertising in Scandinavia and Eastern Europe have proved ineffective and the campaign is bound to generate fierce disagreement.

News on the congress circus

In a country where there seems to be a virtually endless circus of conferences and congresses (for some ubiquitous academics, apparently a way of life), two new ones, each in their own way totally unique and previously almost inconceivable, deserve attention.

The first, organised by *Pharmazeutische Zeitung*, the German Pharmacy Association and a marketing organisation of ABDA, was on the hitherto "unprofessional" activity of selling cosmetics. With the impressive sounding title "Dermopharmacy" (to placate the traditionalists?) 250 participants were offered lectures, workshops and displays about skin care and skin products — even those of a decorative nature.

The old chestnut about acceptable colourless lip-salve and unacceptable red lipstick was challenged, as the latter was said to have properties beneficial to skin as well as

to appearance. It now remains to be seen whether the official line will change in line with the leaner times ahead. The second novelty was a joint conference of those old protagonists, pharmacists and doctors, set up by a doctors' magazine, the Knoll drug company and a pharmaceutical wholesaler. This meeting appeared a timely attempt to bring the two professions together, in view of a survey by the wholesaler that showed the relationship with their respective local pharmacist or doctor was regarded as unsatisfactory by 64 per cent of pharmacists and 60 per cent of doctors and good or very good by only 7 per cent and 5 per cent respectively.

The conference, attended by 250 pharmacists and 50 doctors, aired the usual grievances, anxieties and tensions, currently exacerbated by attempts to reduce the drugs bill and the advent of more widely available diagnostic devices enabling pharmacists to undertake and charge for routine tests rather than doctors. Further conferences are to be held at regional level.

Student views

From the results of a survey among Germany's 11,000 pharmacy students (68 per cent of whom are now female) 47 per cent were sure they had chosen the right career, 43 per cent were uncertain but only 10 per cent were convinced they had made a mistake.

The balance between lectures, seminars and practicals was thought to be wrong by 60 per cent of students and only 14 per cent were satisfied with this aspect of their course. Most felt the number of practicals to be carried out was excessive and complained that too much was packed into the time available.

However, 20 per cent felt a new six month extension to the course was unnecessary. The more senior the student, the less satisfactory he or she regarded the relationship with their teachers and only 20 per cent of all students felt this was good.

Most of the additional comments made concerned the course content, with students wanting more anatomy, physiology, pharmacology and a better introduction to the practice of pharmacy. Few had any financial or accommodation worries and only 13 per cent were concerned about employment prospects. Nevertheless, nearly half of the students stated that they would definitely look at alternatives to retail pharmacy.

These reports come from a correspondent with acknowledgements to the German pharmaceutical Press: *Deutsche Apotheker Zeitung* and *Pharmazeutische Zeitung*.

Q&A

A young woman says she is visiting Turkey for a three week holiday with her husband and six month-old daughter. She presents this and two similar private prescriptions for her family.

QUESTIONS

- 1 What is the risk from malaria in Turkey?
- 2 Is this prophylaxis appropriate?
- 3 How effective is prophylaxis?
- 4 What other comments can you make?

ANSWERS

1 There is no risk from malaria in the Mediterranean and Aegean coastal resorts of Turkey — it is the inland areas of South East Anatolia and the Syrian border that pose a danger. If the holiday is to be confined to the resorts, prophylaxis will be unnecessary unless any trips inland are contemplated, especially if they involve an overnight stay.

2 Proguanil is the appropriate agent for Turkey but it may prove difficult to persuade such a young child to take the recommended half a tablet daily. The dose may be crushed and mixed in food but, at six months, there is still a strong possibility that the child is being breastfed. The excretion of proguanil in breastmilk is not adequate to protect the infant. It may therefore be easier to use chloroquine syrup instead (an equally effective prophylaxis), for which the dose would be 75mg chloroquine base weekly. Diluting the syrup, which contains 50mg chloroquine base in 5ml, is often inappropriate because it then has a shelf-life of only 14 days. Although contra-indications to chloroquine are uncommon, it would be wise to discuss this alternative with the GP.

3 It is important to tell people that

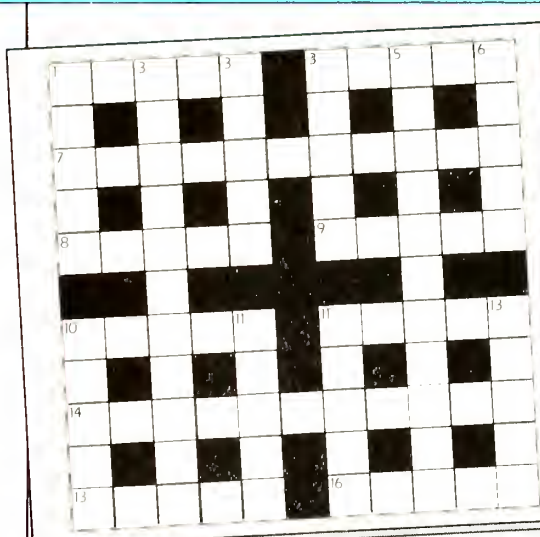
prophylaxis does not guarantee protection. Other precautions are always necessary and include sleeping under a mosquito net, using an insect repellent, covering arms and legs from dusk to dawn, and spraying living quarters with an insecticide during the evening.

4 Typhoid and polio vaccinations should also be up to date although, if the holiday begins in the next few days, it will be too late for a full course of either. You should ensure that the importance of beginning prophylaxis before departure and continuing for at least four weeks after returning is understood and you should warn that proguanil may sometimes be associated with abdominal discomfort. Finally, it is cheaper to buy this quantity of proguanil over the counter than to receive it on a prescription.



WYETH GENERICS PHARMACY CROSSWORD NO. 14

The solution to No. 14 will appear alongside No. 15 in August, 1989



- Clues Across**
- 1 A hell of a shade perhaps (5)
 - 4 Fibres in brass is alkali (5)
 - 7 Growth moved. Pentel moved (11)
 - 8 Sevicepus one left in the clouds (5)
 - 9 \$100 in real muddle for tree (5)
 - 10 Kingdom of real magnificence (5)
 - 12 Gives life to gods or follows one companion (5)
 - 14 Fastidious broadcast system in betting (11)
 - 15 Emergency numbers (5)
 - 16 Item in log points to experiment (5)
- Clues Down**
- 1 Caches of skins (5)
 - 2 A tuned viola brought diminished worth (11)
 - 3 Cunning about a model, brackish (5)
 - 4 Cuttlefish ink sounds more than leaky (5)
 - 5 Prodigal plant following pay out (11)
 - 6 I leave retail return some time after (5)
 - 10 Mature monumental quarterback (5)
 - 11 Confound some Southern prophet (5)
 - 12 Angry gauge worth (5)
 - 13 School game (5)

Submitted by Mrs B Taler, Epsom Surrey

Prizes of £5 will be awarded to the senders of the first 5 correct solutions drawn on 10th August 1989.

Name _____ No. 14 _____
Address _____
C&D _____

Solution to Puzzle No. 13
Across: 1 Genetic, 8 Oatmeal, 9 Via, 10 Tapes, 12 Polio, 13 Aloft, 15 Sedge, 16 Epi.
17 Spanne, 19 Lorazepam **Down:** 2 Ect, 3 Ibis, 4 Tulip, 5 Invalid, 6 Mortgages,
7 Barometer, 11 Provos, 14 Testa, 15 Spare, 18 Ida

Wyeth Generics, Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks SL6 0PH

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Send your crossword to **Wyeth Generics** If it's selected for publication here, we'll send you £50. Puzzles should be no larger than 12x12 squares

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Cash bonus?

A representative from Reckitt & Colman visited recently proudly announcing the launch of two new products: Lemsip linctus and Lemsip expectorant!

Order a parcel of four dozens, only a dozen of each, and we give you £10 cash — delivery through your wholesaler in October to coincide with the £2.5m television campaign. The well-trained representative read the hesitation in me and went on to remind me that Lemsip has been a household name for the last 20 years — Reckitt did not expect the product to sit on shelf and were giving away £10 *now* which amounted to £2.50 per case. Can't be bad, can it?

The only bad thing about the whole story, I said to him, was the fact that no mention, not even a passing one, was made of the contents of the new Lemsips! Are we all puppets playing in the hands of the multi-million pound OTC industry? Is there a Code of Practice or is it just sell, sell, and sell to our weak, ad-inflicted society?

B. Patel
Lenham, Kent

Stock shocks

This letter is prompted by Xrayser's cogent remarks (last week) and by a discussion with a pharmacist expert in computers, EPOS, etc.

Computers and their spin-offs provide great opportunities for improving stockturn. Xrayser is wise to be concerned at his low performance. He is also wise in his attitude towards EPOS.

Every advantage has its disadvantage in an imperfect world. A danger with EPOS, etc, is that we can be unduly pre-occupied with stockturn and the costs of holding stock. Although I have, for many years, been advocating tight stock-control systems, overstocking a pharmacy is by no means the biggest source of waste in most, if not all businesses.

Maybe Xrayser already invests heavily in staff training. If not, may I suggest he takes full advantage of the training provided by the National Pharmaceutical Association and ensures he has staff, expert in watching his stock levels. Investment in helping staff develop their potential can be much more productive than putting money into EPOS. Both forms of outlay are important and they are not mutually exclusive. But people should come first.

Xrayser might save a thousand

or two pounds annually by "liberating" part of his stock. He is, however, throwing away the great part of his wages and salaries by underusing staff: we all do this! The psychologists disagree on many matters, it seems, but they do appear to agree that a *genius* employs much less than 10 per cent of his or her potential.

So, even if Xrayser has geniuses working with him, his staff would be a sensible first investment.

This letter is not anti-computer: it is a plea for a keen look at priorities and for putting people before machines.

When staff training is considered we should, I believe, give priority to training in market research inside, and outside the pharmacy. How many pharmacies have, for instance, a customer panel to help in their stocking and other decisions? This is something I have proposed more than once. Boots have, I understand, taken the plunge in some of their branches.

Unless we sell things we have no business. Market research is the key to marketing and management. How many independents apply this tool?

Eric E. Jensen
Brighton.

Calling all fee objectors

Can I urge those pharmacists over 70 who feel aggrieved at the exorbitant increase of 180 per cent in the retention fee to send their objection to the Clerk of the Privy Council, protesting at the relevant alteration to the Royal Pharmaceutical Society byelaws.

Mervyn Madge
Plymouth

On CFC-free aerosols

In your *Over the Counter* supplement in July, the *Shoptalk* section mentioned aerosols and their links with CFCs.

It is important to note that many aerosols have never contained CFCs and that, by the end of this year, we expect 90 per cent of aerosols produced in the UK to be CFC-free. Many are already labelled to help reassure the customer.

You suggested customers

might prefer non-aerosol alternatives when buying household, or personal care products. Certainly, these alternatives are available, but record production of 841 million aerosols in 1988 suggests that the prime consumer choice for reliability and convenience continues to be the aerosol.

David Roberts
Director British Aerosol Manufacturers' Association

Wholesalers need new PIP codes

A number of companies are not providing PIP codes with new product launches. Could we please remind manufacturers that we are unable to include new products on our computer file if PIP codes are not provided. This causes delay in getting new products into the trade.

I know we are not alone among wholesalers in experiencing this problem.

A.J. Garlick
Manager, Bradford Chemists' Alliance

Editor. On application in confidence PIP codes can be given well in advance of the launch of new products. This system is used successfully by many manufacturers. Please contact the Price List Controller, Colin Simpson, in writing.

Terms loss

A chance conversation with a more perspicacious Unichem member highlighted the fact that under their new trading terms anyone spending up to £10,000 per month on "eligible medical purchases" is actually losing £20 per month compared to their previous terms. And because of the "improved" terms of 10 per cent over £10,000, no one will gain until they spend more than £12,000 on eligible medical purchases per month. Therefore the majority of Unichem's members will get less discount from July onwards.

Wouldn't it have been more honest to point that fact out somewhere in their glossy, four-page document?

P. Holman
Bexleyheath

BUSINESS NEWS

10pc growth forecast for OTC sales

Pharmacy and drugstore sales are expected to continue above average rates of growth throughout the rest of this year — but at a slower rate than in 1988 — according to the latest market report from the Corporate Intelligence Group, published yesterday.

Turnover growth of 10 per cent is projected for non-NHS sales. However, this would be below the 14 per cent achieved in 1988 and slower growth is expected in the second half of the year than the impressive first half increases already achieved, say CIG. This is because the end of 1988 had experienced particularly strong advances, so making it all the more difficult to improve sales at high rates of interest later this year. Moreover, CIG expect rates of price increases — which are shown to have been well above the high street average of late — to start falling back by then putting further downward pressure on turnover growth rates.

Forecast sales and volumes advances, 1989

(%)	Value	Volume
1987	+10	+7
1988	+14	+7
1989	+10	+4

Source: Corporate Intelligence Group forecasts.

NHS turnover is forecast to reach £1.95 billion (ex VAT). All figures exclude Boots, classified as a mixed good retailer. *The Retail Research Report, Corporate Intelligence Group. Tel: 01-696 9006.*

Boots' bid for DIY group Ward White moved into its second stage this week with the issue of the defence document. It was due out on Wednesday, after C&D went to press.

Unichem's new scheme set for legal test

Macarthy are asking the High Court for an injunction to stop Unichem's new share scheme going ahead.

A preliminary session held last week refused to grant Macarthy an immediate ban and held the case over to give Unichem time to prepare. The adjournment was granted on the condition that Unichem do not advertise the scheme in the pharmaceutical Press until the matter is settled.

Macarthy chairman Nicholas Ward told C&D he is bringing the action because he believes the new scheme, when taken as a whole, "breaches Article 85 of the Treaty of Rome."

Unichem chief executive

Peter Dodd dismissed Macarthy's move as a "last desperate throw of the dice".

He told C&D that the High Court has to consider whether Macarthy would be able to compensate Unichem for lost business if they ban the new scheme. He says Macarthy would be liable for such a claim in the event that the original damages case against the "Heralding a New Era Scheme" fails. It is not expected to be heard for several months.

AAI director Bill Revell told C&D that they are watching the new High Court action with obvious interest and will plan their next move around its outcome.

Battling Macarthy lose more ground in wholesaling

Macarthy's troubled manufacturing and distribution division has turnover down 15 per cent to £144m in half year figures published last week.

The drop against the first half last year means the retail division, which features Savory & Moore, is now generating more profit than its troubled sisters.

The manufacturing section, which has been up for sale since January, has still to find a buyer. The wholesale side, scarred by 18 months of fighting Unichem's banned share scheme, faces the challenge of the friendly society's new plans to increase business in the run up to conversion to a plc next year (see main story above).

Chairman Nicholas Ward, clearly frustrated by the launch of Unichem's new scheme, told C&D that his distribution businesses, particularly those in the South, have performed "creditably following the events of last year" and there was a "considerable recovery in wholesaling operations" over the

second half of 1987-88. In the period under review Macarthy spent £30,000 fighting the original scheme.

Mr Ward thinks the wholesaling market has stabilised over the last couple of months but is now threatened by the launch of the new share scheme.

Better news for Macarthy shareholders came with the retail performance. Operating profits are up 20pc to £2.7m and sales up 9pc to £42.6m. This helped push earnings per share 5pc to 10.3p. The net operating margin is up from 5.7pc to 6.3pc.

Mr Ward said Macarthy's strategy of dividing their pharmacies into three broad categories ("health and beauty", "community", and "budget") is proceeding well and he is "delighted" with early results from pilot branches.

The plan is to tune the product offer and shop layouts to fit the demographic profile of the areas where they are based. Recent acquisitions have taken the

Unichem say 83pc want conversion

Unichem said this week that only 16 per cent of those who replied to their questionnaire are against conversion to a plc.

All 4,200 members received the document last month and Unichem say about 55 per cent replied. Other results include:

■ 27 per cent believed Unichem will be less able to support the interests of independent pharmacies

■ 68 per cent said they hold shares for commercial reasons (i.e. to qualify as a member and trade with Unichem)

■ 80 per cent feel Unichem's management is more effective than their competitors

Unichem say the greatest single objection to flotation is that pharmacies will lose control of the company but 74 per cent believe Unichem's management will be more accountable after flotation.

number of pharmacies to 176, he said.

Other businesses in the Macarthy portfolio have had a sound first six months, with the Lifecycle healthfood stores picking up turnover and Farillon, the agency distribution business, being modernised with a new computer system, he said.

However, following last year's decision to drop the idea of national pharmaceutical wholesaling, veterinary and health food distribution had had to be reorganised. Mr Ward would only say that this is now complete and the businesses "are expected to resume contributing positively to the Group's profits next year".

Earnings per share up 5pc to 10.3p

**Group external sales down 12.5pc
£169.5m**

**Pre-tax profit up 10pc to £4.3m
(includes £665,000 from sale of
deposits)**

Interim dividend up 11pc to 5p

Harris Medical top performer

Philip Harris Medical proved to be the top performer in their parent group's portfolio this week. Full year group pre-tax profits crashed 40 per cent to stand at £1.51m but the medical subsidiary increased operating profits by 10pc to £583,000.

The medical division, which now features a growing retail pharmacy operation as well as the wholesaling business, had turnover up 14pc to £35.6m.

Chairman John Haller says the group's other companies, in the education and scientific supply sector, suffered a "lamentable" shortfall in budgeted expectations.

Mr Haller added that the medical division's success came in spite of the "international turmoil" within wholesaling, caused by the Unichem Heralding the New Era share scheme.

Yorks firm goes under

West Yorkshire-based Jacksons (chemists), who trade under the name Jacksons Pharmatech, went into receivership on Monday.

The unlimited business, established in 1948, provides tablet pressing, mixing and coating facilities. It employs one director and three staff, all involved in production.

C&D understands the business got into trouble because too much time was spent in the laboratory, and not enough on sales and marketing. The business and assets are up for sale as a going concern.

New Kendall new plant

The trend for leveraged-buyouts — tipped as an outcome to the Boots' Ward White bid — continued last week when the Kendall company completed their buyout from Colgate-Palmolive. The new company celebrated by opening their new compounding unit for total parental nutrition in Basingstoke.

A feature of the plant is that all compounding takes place in three half-suite isolators. These ensure aseptic conditions for preparation.

Unilever move to neck and neck with L'Oreal

Unilever moved from fourth to top joint spot in the \$40 billion world personal products market last week when they finally agreed to acquire Faberge and Elizabeth Arden for \$1.55 billion.

The acquisition is expected to be completed within the next 25 days and will, Unilever say, put them neck and neck with L'Oreal in the total market for skin, hair and dental care, fragrances and deodorants.

A Unilever spokesman told C&D that Faberge will fit neatly into their existing mass market portfolio with Arden boosting their presence in the prestige sector.

The deal with US-based Riklis Corporation nearly went ahead earlier this year but broke up, amid some acrimony, when Riklis were said to have raised the price mid-negotiations.

Unilever have stuck to their

guns and will pay the originally agreed price. And since the announcement of the initial talks between the two parties, the Anglo-Dutch conglomerate has added Rimmel and Calvin Klein to its personal products portfolio.

Unilever chairman Michael Angus says: "We're delighted that negotiations were resumed and that they have resulted in a transaction in line with original terms."

Analysts think the agreement with Riklis rules Unilever out of the bidding for Yardley and Lenthier, which are expected to be put up for sale as a result of Beecham's merger with Smith Kline Beckem.

Mr Angus says for the year ending January 1989, combined sales of Faberge and Arden were in excess of \$800m with combined operating profits of \$93m.

UNILEVER IN THE PHARMACY

FRAGRANCES	SKINCARE	COSMETICS & TOILETRIES
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Denim		Sunsilk
Noir		Harmony Hair
Audace		Timotei
Lynx		Mentadent P
Babe*		Signal toothpaste
Aqua Net*		SR toothpaste
Chloë*		Sure deodorants
Lagerfeld*		Denim
		Impulse
		Pears soaps

* Products subject to deals awaiting completion

BUSINESS BRIEFS

Interest rates: general High Street spending was slower in June, according to the CBI's Distributive Trades survey published this week. Chairman of the panel Nigel Whittaker says the sales lift reported in the previous month was a blip and general retailers' expectations for a good July "remain depressed".

Customer service: pharmacy assistants were singled out as some of the worst culprits of slow service in a poll to find who comes top in a list of customer complaints, published last week. London-based Gordon Simmons Research spoke to 1,000 people for the survey.

Pharmacists have been targeted in a £200,000 five month advertising campaign that gets underway this week to promote the insurance services offered by the Royal National Pension Fund for Nurses.

Lactochem Ltd, the only UK-based processor of refined lactose, merged with the Dutch company Borculo Whey products last week. Borculo claim to be the largest producer of lactose in the world. Lactochem were formed two years ago to produce both specialist and standard grades of the ingredients for the pharmaceutical industry.

Stage two BHA weekend

The British Homoeopathic Association is holding a weekend study course for pharmacists at The Hale Clinic, 7 Park Crescent, London W1N 3HE on October 28 and 29.

It is a stage two course for those who have attended the BHA introductory course, or have some knowledge of homoeopathy. The cost is £50, and includes lunch on both days.

For an entry programme or further details contact Mrs Enid Segall (general secretary) on 01-935 2163.

Advance information European Confederation of Medical Suppliers Associations.

Conference, "Harmonisation of medical device regulation in Europe. The EEC directives", at Meridien Montparnasse Hotel, Paris, France on September 25-26. Fee is £450. Contact Vanessa Darnborough at IBC on 01-236 4080.

The tenth EPoS exhibition and conference, at Alexander Palace, London from September 12-15. Details from Sue Newman at RMDP on 0273 203581/3.

Point of Sale exhibition and conference, at the Business Design Centre, Islington, London from September 12-14. Details from Lee Welham at Batiste Exhibitions on 01-340 3291.

Innovation in pharmaceutical packaging. A conference at the Conference Forum, London, E1 on October 23-24. Details from Jean Howes on 01-313 0326.

The Office of Health Economics. "Measuring the benefits of medicines: the future agenda", at the Gloucester Hotel, West London on October 23-24. Details from Professor George Teeling Smith, 12 Whitehall, London SW1A 2DY. Tel: 01-930 9203.

European Society of Clinical Pharmacy. Annual meeting — 18th symposium, in Nijmegen, The Netherlands on October 25-28. Details from ESCP president A T Shafford on 0708 46090 ext 3320.

IBC Technical Services Ltd. Sixth European seminar and exhibition on computer-aided molecular design at The London Press Centre on October 5-6. Contact Renata Duke on 01-236 4080.

IBC Technical Services Ltd. "The platelet in health and disease" at The Royal College of Physicians, London on October 24-25. Contact Renata Duke on 01-236 4080.

The Institute of Pharmacy Management International. 25th annual conference, "Implications for British pharmacy in the EC post-1992", at Central Park Hotel, Queensborough Terrace, London W2 from October 26-30. Details of daily or total package fees for residents and non-residents available from conference secretary IF Jones on 0274 733466 ext 552/575.

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ABOUT PEOPLE

Pharmacist helped supply drugs gang with materials

A London pharmacist and his two brothers have been given a total of four and a half years in prison, suspended for two years, fined £22,500 and ordered to pay £15,000 costs for their part in supplying raw materials to a gang manufacturing illicit amphetamine.

The leaders behind the drug factory were jailed for a total of 39 years at Snaresbrook Crown

Court last week. The police officer in charge of Operation Tour, the surveillance team that snared the gang, said after the trial that the factory could have made millions of pounds worth of the drug. "We know they made 12kg in three days and the drug factory ran over five months."

Mr Michael Stuart-Moore, prosecuting, said the gang began

the factory in 1987 by buying chemicals from a pharmacy in Plaistow, East London, and set up their equipment in a isolated mansion at Colney Hall, near Norwich. The police followed gang leader Thomas Hole, who was wanted for armed robbery, and Stephen Tucker, who was known for making amphetamine sulphate, in a joint operation between the regional crime squad and the drug squad.

In early January 1987 the whole factory was moved to Little Hook Farm, in Charing, Kent. Police swooped on the gang on January 23 and caught Tucker and Hole with 12kg of amphetamine sulphate in their car, with a street value of £120,000. On the same day six other members of the gang were arrested, and during the next month a further two were picked up. Judge Owen Stable, QC, told the court that the police found enough chemicals left at the farm to make a further 40kg of the drug with a potential street value of £400,000.

Nine of the men were charged with conspiracy to manufacture and conspiracy to supply amphetamine sulphate on or before January 23, 1987, and John Forrest was charged with being concerned with the production of the drug. After six hours deliberation the jury found eight of the men guilty.

Pharmacist Ashwin Patel, of the Plashet Pharmacy in Plashet Road, Plaistow was given a two year suspended sentence, fined £10,000 and ordered to pay £5,000 costs. His brothers Chandrakant and Hasnukh were given suspended prison sentences of 18 months and a year respectively and fined a total of £12,500 and £10,000 costs.

Hole, of Canning Town, was sentenced to 13 years to run concurrently with an 18 year term for armed robbery. Tucker was given eight years and Forrest, of Marden, Kent, three years. Others jailed were Ray Lennie of Wickford (five years); Kenneth Kenny of Pertenhill, Bedfordshire (10 years). Two men were found not guilty.

RDC approval for Sutton pharmacy

Kent pharmacist Sunil Chopra has been granted preliminary consent by the Rural Dispensing Committee to dispense from premises currently operating as a drug store in the village of Sutton-at-Hone.

The cut off date for appeals against the decision is July 21. Dispensing doctors based at a surgery in the village have been actively campaigning against a pharmacy being set up.

Mr Chopra, who bought the Village Drugstore in Sutton-at-Hone nine months ago, told *C&D* this week that the next nearest pharmacy is two miles away in Dartford and that he feels there is a strong need for a pharmacy in the village.

Mr Chopra also owns a pharmacy in Hextable, Kent.

Users wanted

Pharmacist Roger King and Martin Booth of Channel Business Systems are looking for up to 20 pharmacies to carry out trials on a fully integrated computerised counselling and patient medication record package they have developed. Those interested should have an IBM compatible computer with at least 20MB of memory, and be prepared to use the program for at least six months. Contact Martin Booth for further details on tel: 0403 210808.

APPOINTMENTS

Max Factor have appointed Ken Rushton as sales director as from July 31 replacing Barry Kergon who leaves the company.

CPL Group have appointed Alan Osbiston as technical director for the CPL Fragrance Division.



Sterling Health's Roger Beazer (left) presents the winners of the Solpadeine cruise competition, Mr Soloman MPS and Ms Wilma Hunter MPS, with their tickets. Captain Vladimir Kovliev of the liner Leonid Brezhnev (right) looks on



There were three winners of the March Merrell Down prize for the NPA's staff training course — and they all work for pharmacist Kevin Leigh of Wigan, Lancashire, seen here surrounded by his staff. All three produced work of such a high standard that it was decided there should be three awards, presented by Mr Ashraf Mohammed (far left) from Merrel Dow. The three "super-assistants" pictured are (left to right) Maurine Erlam, Carmel Hayhurst and Helen Kerry

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